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PLAN COULD REPLACE 600,000 JOBS BY 2033

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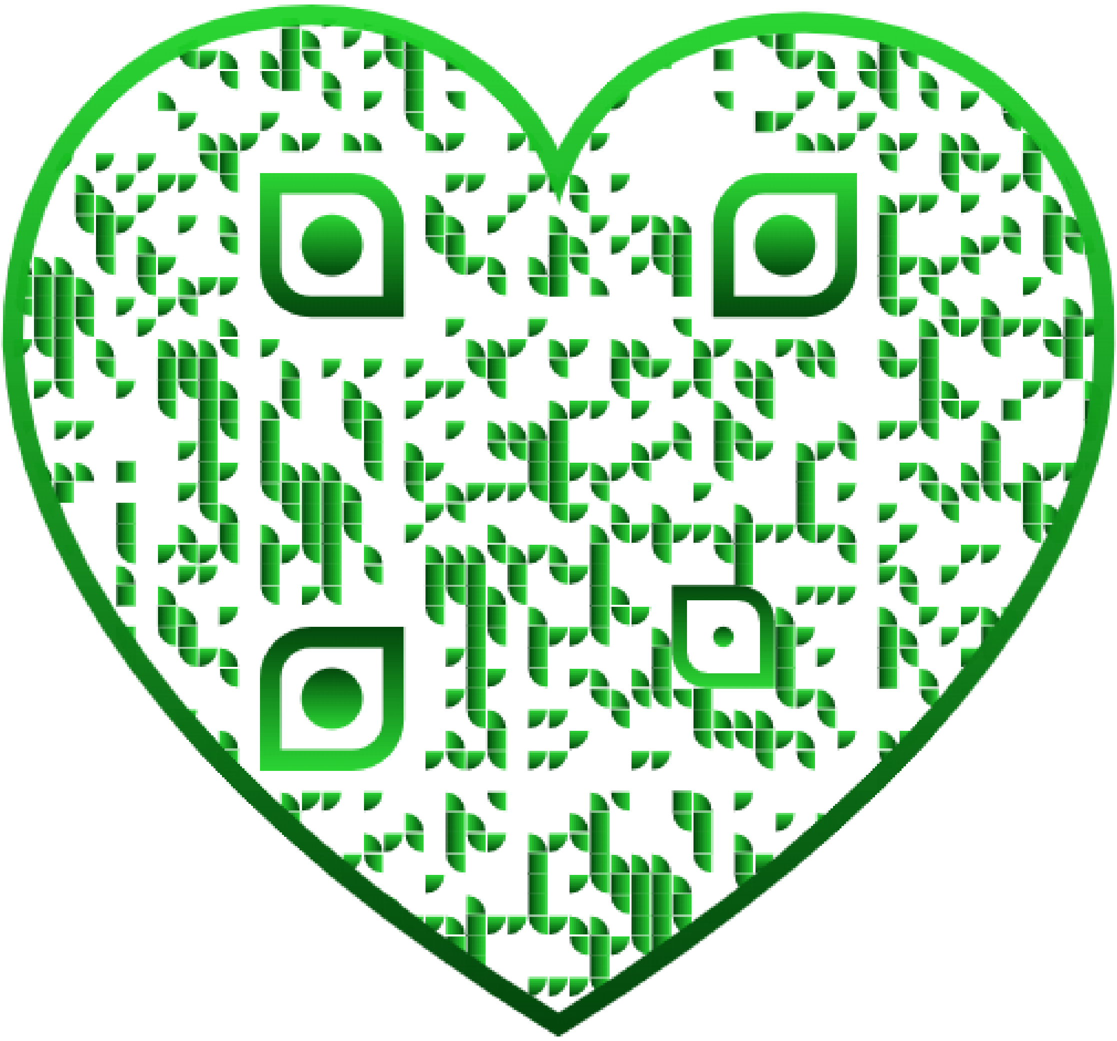
Formula 1

APPLE TV DRIVES YOU INTO THE HEART OF THE COCKPIT EXPERIENCE



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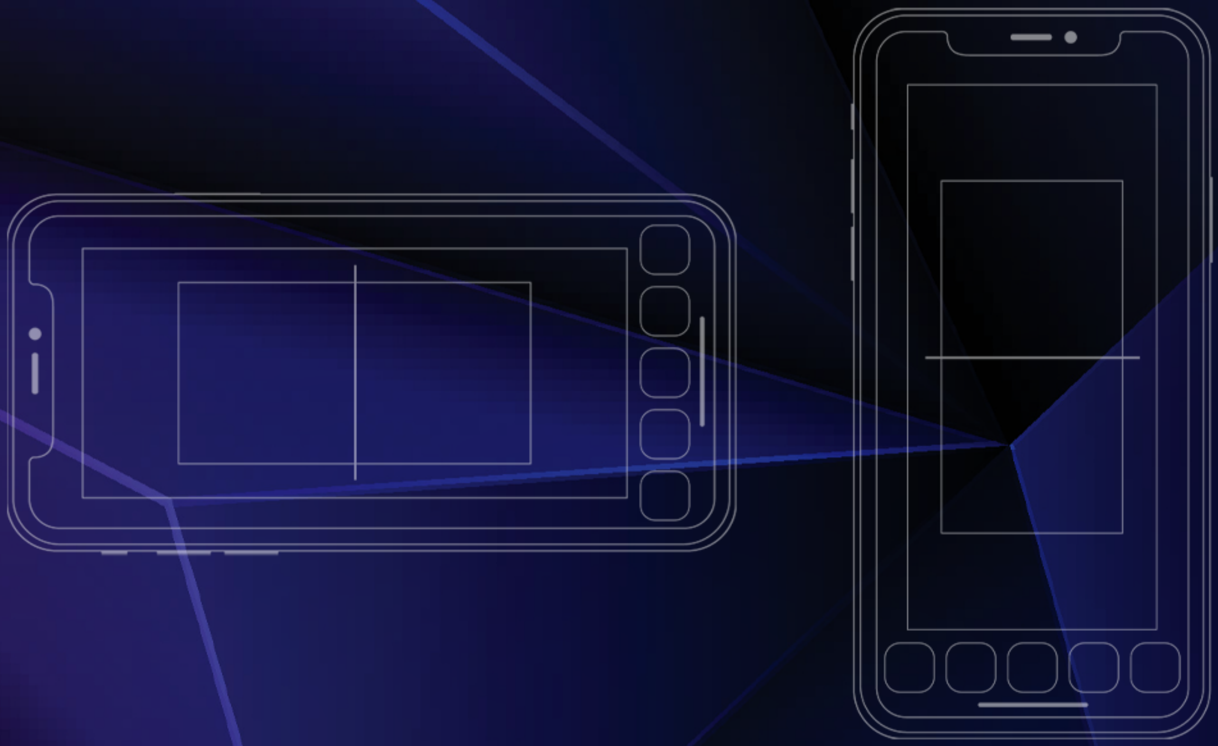

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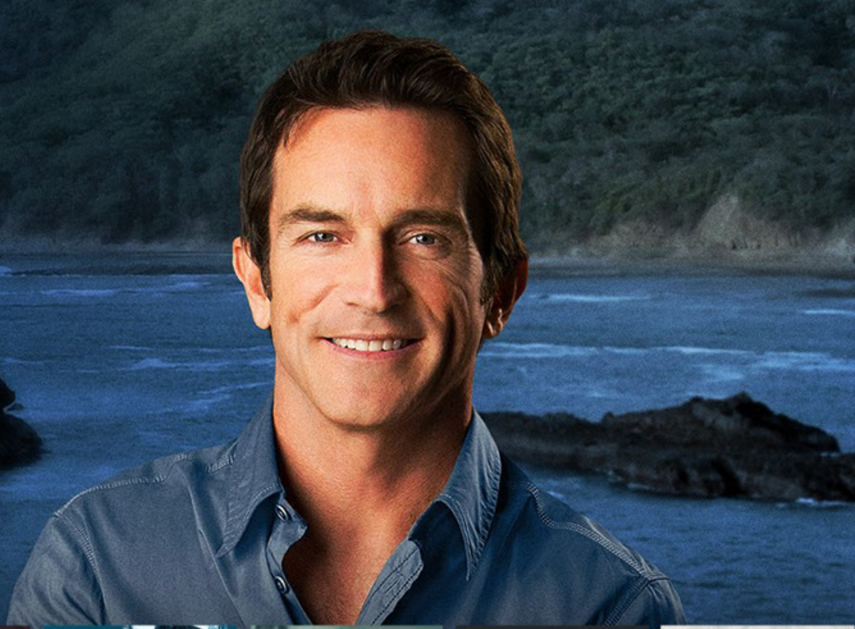

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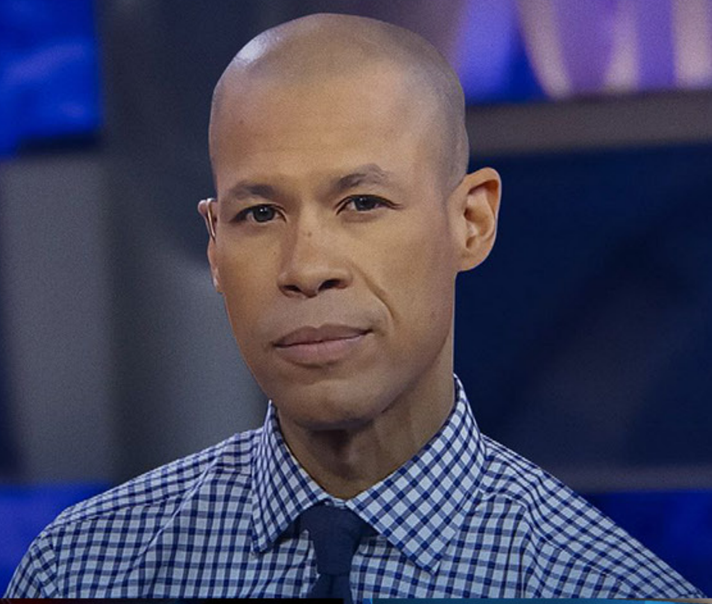

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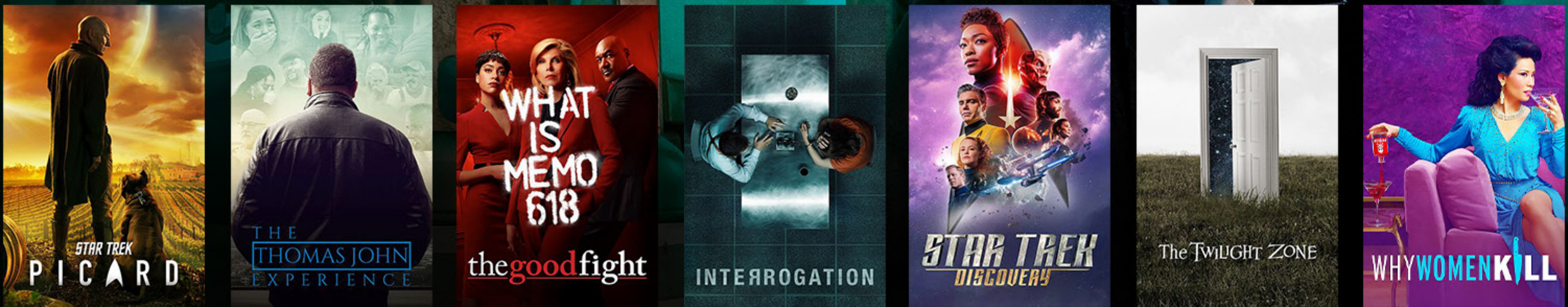
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OPENAI UNVEILS ATLAS BROWSER IN DIRECT CHALLENGE TO GOOGLE CHROME

OpenAI has officially launched the Atlas browser, marking its most ambitious expansion yet beyond conversational AI and into the core infrastructure of the modern web. Atlas reimagines the browsing experience around ChatGPT, placing artificial intelligence—not a search bar—at the center of how users discover, navigate, and interact online.

Available initially for macOS and rolling out soon to Windows, iOS, and Android, Atlas functions as both a traditional web browser and an intelligent assistant. Its interface replaces the familiar address bar with a conversational field powered by ChatGPT, capable of summarizing pages, comparing information, completing tasks, and proactively suggesting next steps. A new "Agent Mode," designed for premium users, can perform multi-step operations—such as researching a product, comparing reviews, filling shopping carts, and completing purchases—without requiring the user to click between tabs.

For OpenAI, Atlas represents a strategic move into territory historically dominated by Google Chrome, a platform that currently commands more than 70 percent of the global browser market. By turning the act of browsing into an interactive dialogue, OpenAI is attempting to rewrite the web's fundamental workflow—transforming passive searches into dynamic conversations and integrating automation into everyday browsing.

A NEW ERA OF AI-DRIVEN NAVIGATION

Unlike traditional browsers, Atlas integrates ChatGPT as a persistent companion across all webpages. Users can invoke it through a sidebar to generate summaries, extract data, or translate

PT Atlas

ChatGPT
Download for mac
Currently only available

Atlas
OS
on macOS

text on demand. The browser also includes an optional "Browser Memories" feature that allows ChatGPT to remember user preferences, past visits, and browsing context—creating a personalized browsing layer that adapts over time.

Privacy remains a central point of differentiation. OpenAI has emphasized that Atlas will initially keep memory features disabled by default, giving users explicit control over what data is stored or shared. The company's engineers designed the memory system to run primarily on-device, ensuring sensitive information—such as passwords, personal history, or banking data—stays local. Users who enable the feature will experience deeper personalization, such as the browser recalling recurring tasks, suggesting updates from frequently visited sites, or pre-loading contextual answers.

This shift represents a philosophical contrast with Google Chrome, which still relies heavily on centralized data collection for advertising and personalization. In Atlas, OpenAI envisions an assistant that learns from the user without monetizing their activity. Whether that model can sustain itself financially remains an open question, especially as OpenAI continues to balance growth with its stated commitment to privacy and safety.

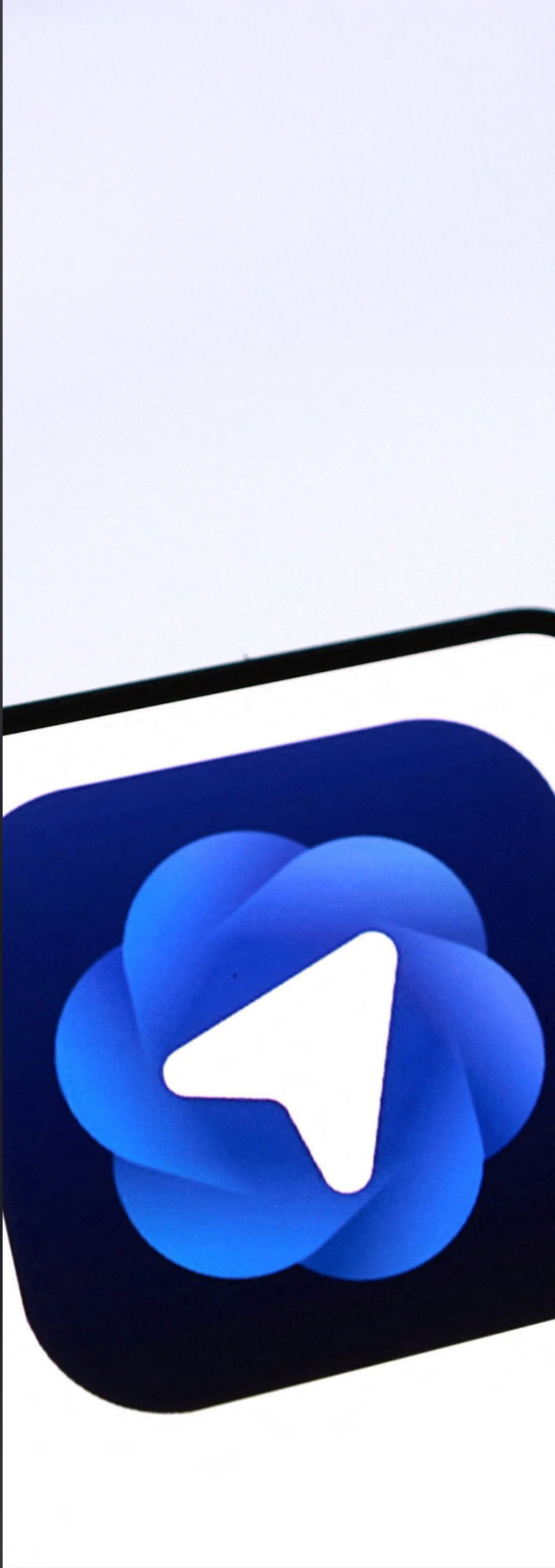
COMPETITION, ECONOMICS, AND THE FUTURE OF SEARCH

The launch of Atlas could reshape not only how users browse but also how the internet's attention economy operates. If users rely on ChatGPT-generated answers instead of traditional search results, traffic that would normally flow to publishers and advertisers could diminish. This introduces a new challenge for online media, which already faces declining visibility as AI-generated summaries replace direct clicks.

For Google, Atlas poses a strategic threat. The company's own Gemini AI is already being integrated into Chrome, but OpenAI's independent browser bypasses Google's ad ecosystem entirely. If Atlas gains meaningful traction, it could divert both user engagement and advertising data away from Google, forcing the search giant to accelerate its own redefinition of browsing.

At the same time, OpenAI is entering a complex market. Chrome's deep integration into Gmail, Docs, YouTube, and Android gives Google an ecosystem advantage that no competitor has yet matched. Convincing users to switch browsers is notoriously difficult—habits, extensions, and platform defaults keep billions locked into existing tools. To compete, OpenAI must position Atlas not as an alternative browser, but as a fundamentally different kind of interface: one that replaces links with understanding and navigation with conversation.

The implications for monetization are equally significant. OpenAI has not yet introduced advertising within Atlas, but its new position between users and the open web gives it leverage over future economic models. The company could, in theory, monetize affiliate links, transactions, or subscription-based access to advanced automation tools, creating a new



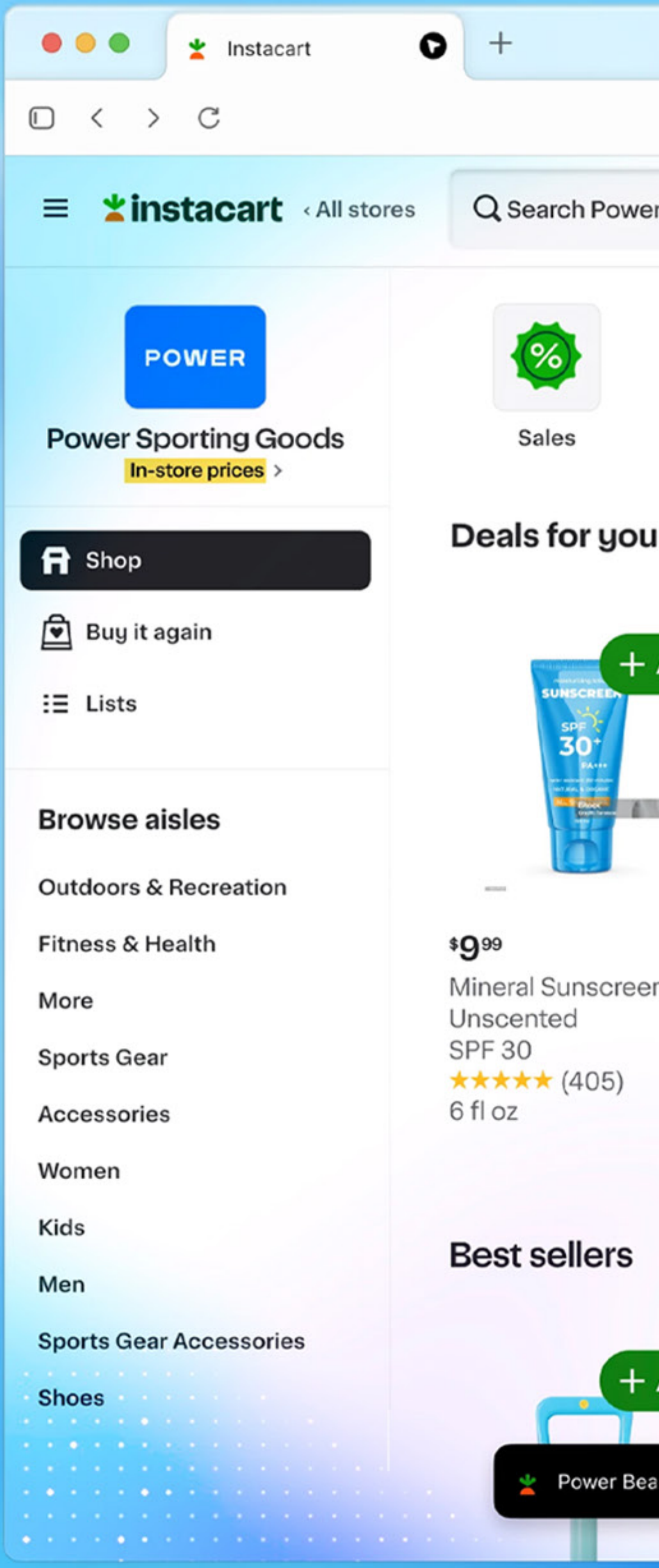
revenue stream that doesn't rely on search ads. Industry analysts suggest this may be the long-term vision: to make Atlas a platform where commerce and productivity merge seamlessly under AI guidance.

A BROWSER THAT REDEFINES WHAT "SEARCH" MEANS

The debut of Atlas signals a turning point for the modern web. Browsers have long served as neutral windows into the internet—tools for navigation and display. Atlas, by contrast, is an active participant in the process. It interprets, filters, and executes information on behalf of the user. This evolution blurs the boundary between browsing and automation, potentially shifting user expectations from "finding information" to "getting results."

Such autonomy raises both excitement and concern. Advocates see it as a step toward frictionless computing, where humans delegate more routine digital tasks to intelligent agents. Critics, however, warn that it risks consolidating too much power into a single algorithmic intermediary, determining which sources or perspectives users encounter. OpenAI has acknowledged these challenges and stated that Atlas will include transparency tools allowing users to trace how the assistant compiles and interprets data.

The browser also represents a broader convergence of AI, cloud infrastructure, and user experience. By placing its agent within the browser rather than on a separate site or app, OpenAI moves closer to controlling a foundational layer of digital interaction—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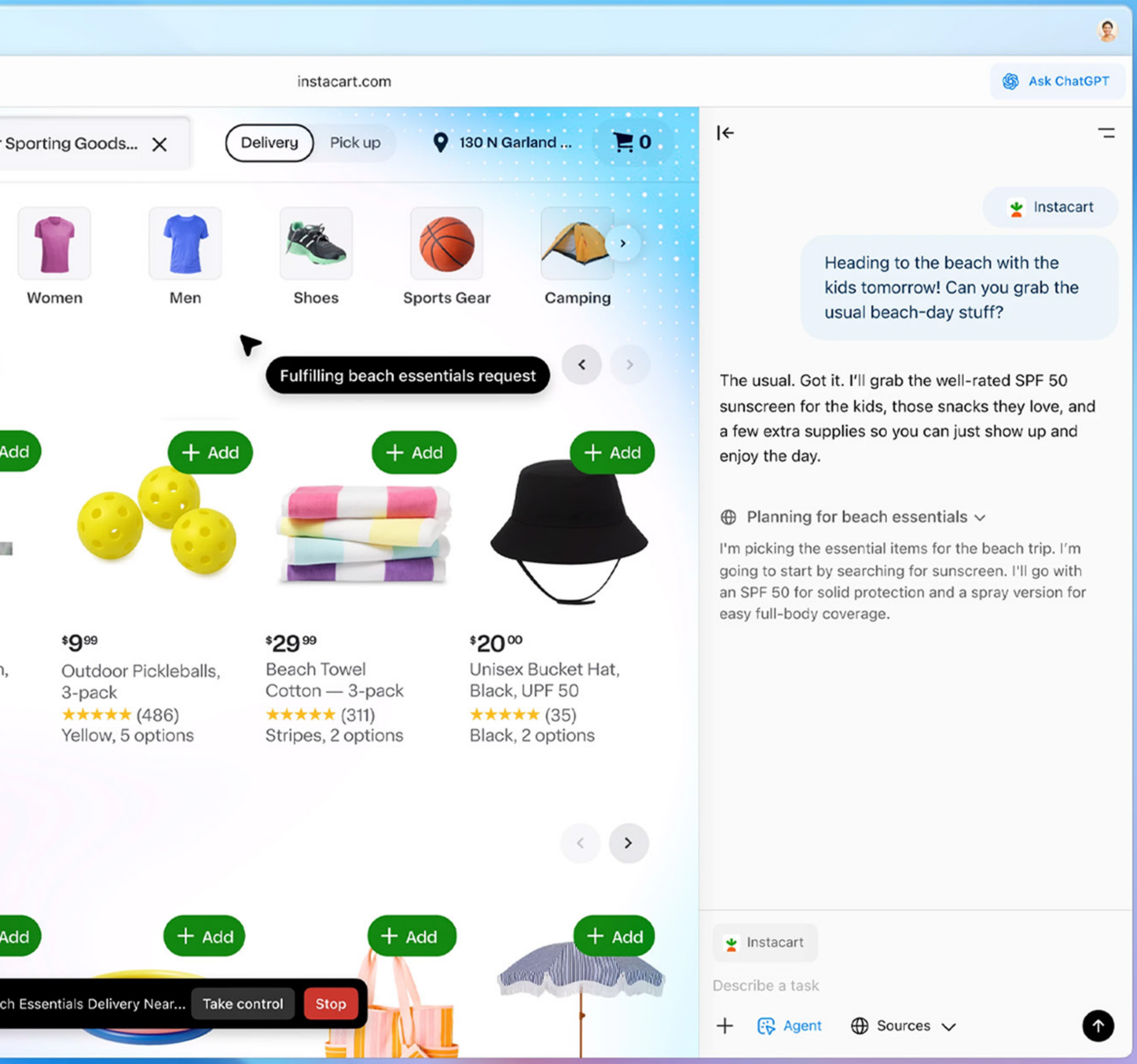
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Heading to the beach with the kids tomorrow! Can you grab the usual beach-day stuff?

The usual. Got it. I'll grab the well-rated SPF 50 sunscreen for the kids, those snacks they love, and a few extra supplies so you can just show up and enjoy the day.

Planning for beach essentials

I'm picking the essential items for the beach trip. I'm going to start by searching for sunscreen. I'll go with an SPF 50 for solid protection and a spray version for easy full-body coverage.

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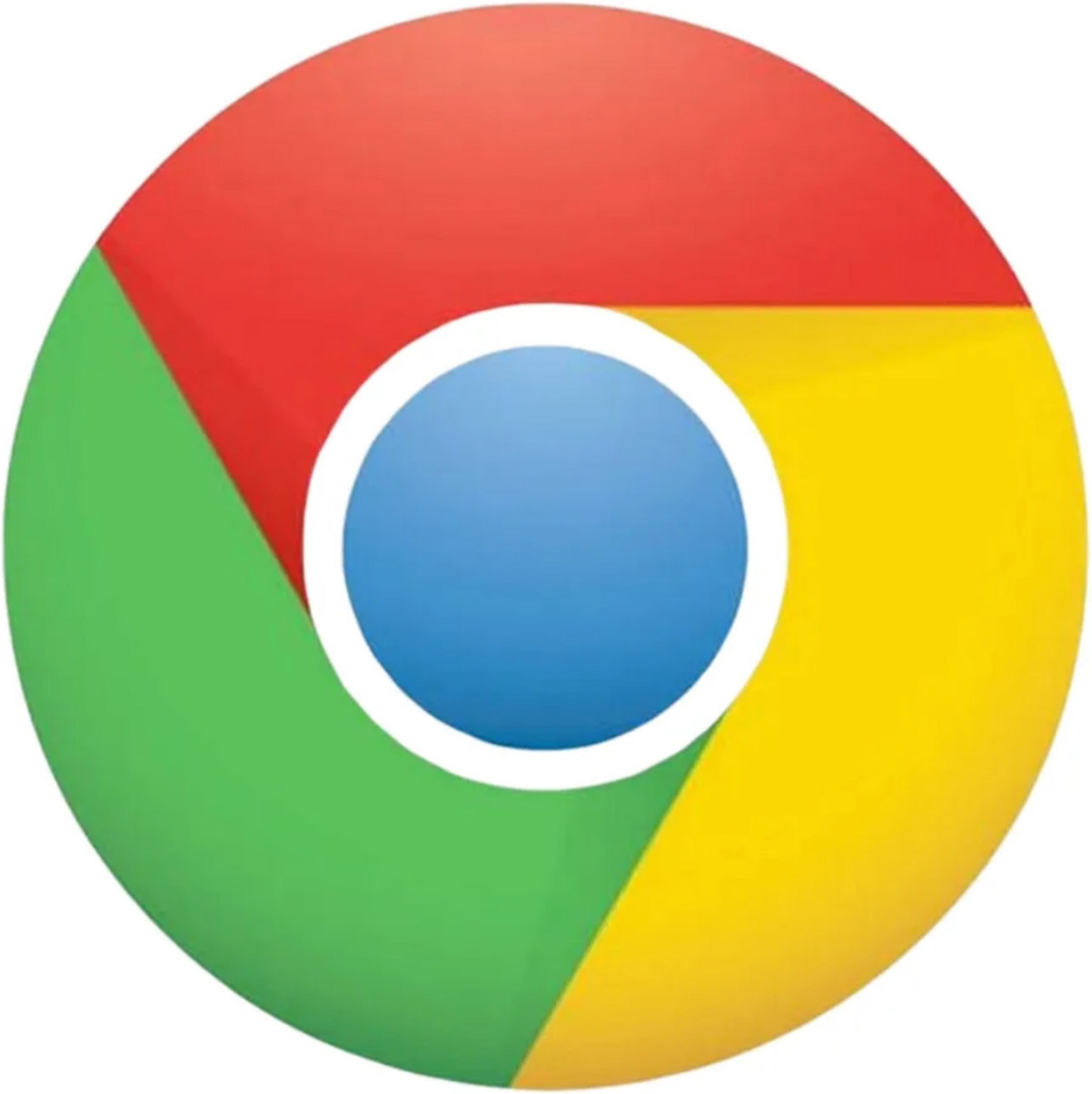

one previously dominated by companies like Microsoft and Google. The strategic value is immense: if Atlas becomes a daily-use gateway, OpenAI could embed its ecosystem deeper into productivity, shopping, and communication, making its AI indispensable to everyday computing.

Whether Atlas will upend Chrome's dominance or simply carve out a niche among AI enthusiasts remains to be seen. But the intent is unmistakable. OpenAI is no longer just shaping the future of conversation—it is now rewriting the structure of the web itself. The company that once made chatbots a household concept now wants to redefine how humans and machines experience the internet together, one browser tab—or perhaps, one prompt—at a time.

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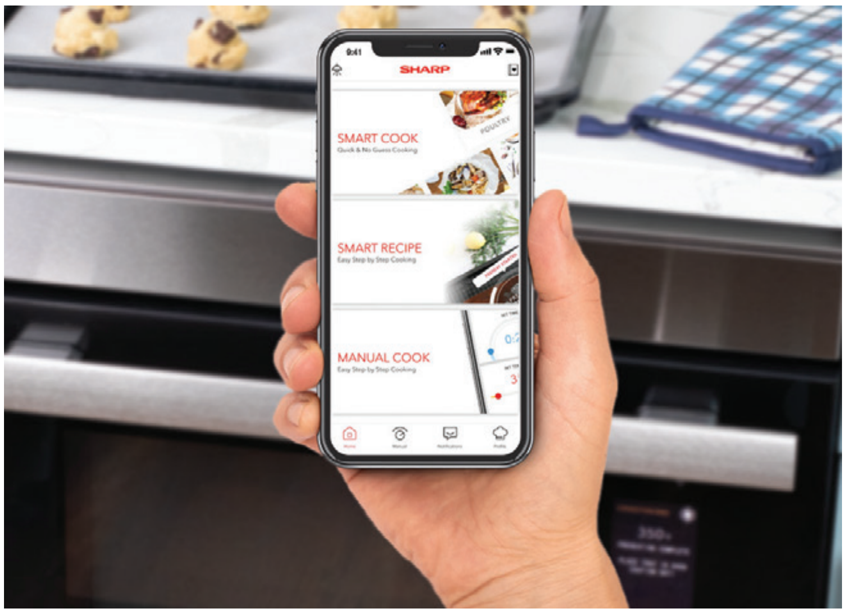

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AMERICANS CAN'T GET ENOUGH OF THE IPHONE 17 PRO MAX

Apple's newest flagship, the iPhone 17 Pro Max, is dominating the premium smartphone market in the United States, outperforming expectations and reaffirming the company's command of the high-end segment. Early data from industry analysts show that the iPhone 17 lineup has sold about 14 percent more units in its first ten days than last year's iPhone 16 series, with the Pro Max model leading demand. The trend reflects a broader appetite for high-performance devices and an expanding willingness among U.S. consumers to pay more for top-tier hardware.

PREMIUMIZATION AND CARRIER STRATEGIES DRIVING UPTAKE

Major U.S. carriers, including T-Mobile, Verizon, and AT&T, have centered their promotions on the Pro Max, offering aggressive trade-in credits and installment plans that make the $1,199 flagship more attainable. The strategy appears to be paying off. Many customers who previously delayed upgrades during the supply-chain slowdowns of recent years are now returning to Apple's ecosystem, drawn by a mix of hardware refinement and favorable financing options. For the carriers, the success of the Pro Max helps push users into higher-value data plans and strengthens overall customer retention.

From Apple's perspective, the surge in demand for the Pro Max highlights the enduring strength of its ecosystem. Even as global smartphone sales remain relatively flat, the company continues to benefit from a favorable product mix weighted toward its highest-margin models. Each Pro Max sale carries not only a higher device profit but also a greater likelihood of service subscriptions such as iCloud storage, Apple Care+, Apple Music, and Apple TV+. In practice, every new Pro Max user reinforces Apple's interconnected business model, where hardware drives long-term recurring revenue through digital services.

HARDWARE REFINEMENT AND BRAND POSITIONING

The new lineup's features justify that loyalty. The iPhone 17 Pro Max debuts Apple's A19 Bionic processor, a new camera array with improved optical zoom, and a brighter, more efficient

ProMotion display. Storage capacity starts at 256 GB, reflecting consumer demand for greater onboard space to support 8K video capture and generative AI tasks. The larger battery and new titanium frame also contribute to a perception of both power and luxury—qualities that resonate with Apple's most devoted customer base.

The Pro Max's appeal also mirrors a broader trend of "premiumization" across the technology industry. As smartphone innovation matures, consumers are upgrading less frequently but spending more per device when they do. Apple has capitalized on that psychology, positioning the Pro Max not simply as a phone, but as a professional-grade device that bridges photography, productivity, and entertainment. Its rising share of total iPhone sales suggests that Apple's strategy of differentiation between standard and Pro tiers continues to work.

The model's strong performance in the U.S. complements Apple's momentum in China, where the more affordable iPhone 17 and iPhone 17 Air are driving upgrades. The dual-market success offers Apple a unique balance: in mature markets, it maximizes profit through premium adoption; in developing or competitive regions, it sustains volume through accessible pricing. Together, the combined effect has stabilized Apple's global market share at a time when many rivals struggle to maintain consistent growth.

A STRONG UPGRADE CYCLE AND FUTURE OUTLOOK

Analysts say the company's ability to activate the massive pool of iPhone 12, 13, and 14 owners approaching the end of their upgrade cycles is central to this wave. The Pro Max, with its visible hardware improvements and AI-enhanced photo tools, gives those users a compelling reason to return. For Apple's investors, that pattern points to higher average selling prices and a healthier revenue mix heading into 2026.

The success of the Pro Max also strengthens Apple's relationships with mobile operators. By co-designing promotional campaigns and integrating financing options directly into the Apple Store, the company ensures that the Pro Max remains the default choice for customers seeking both performance and long-term value. Carriers, in turn, benefit from lower churn and improved data-plan adoption, creating a mutually reinforcing cycle of loyalty that few competitors can replicate.

The dominance of the iPhone 17 Pro Max underscores how Apple continues to shape the definition of a premium smartphone. Rather than chasing radical design changes, it has perfected incremental innovation supported by unmatched ecosystem integration. The result is a product that appeals as much to practicality as to prestige—a symbol of technological refinement that continues to capture the imagination and spending power of American consumers.

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MACBOOK PRO M5 VS. M4: WHAT’S NEW IN APPLE’S LATEST MODEL

Apple’s newest 14-inch MacBook Pro with the M5 chip continues the company’s steady march toward professional computing built entirely on its own silicon. Following the already-impressive M4 generation, the M5 model introduces deeper architectural refinements aimed at sustained performance, graphics power, and efficiency. Rather than a cosmetic overhaul, the update represents an internal evolution designed to meet the demands of modern creative and technical workflows—video editors cutting 8K timelines, coders working with AI models, and designers running intensive rendering tasks.

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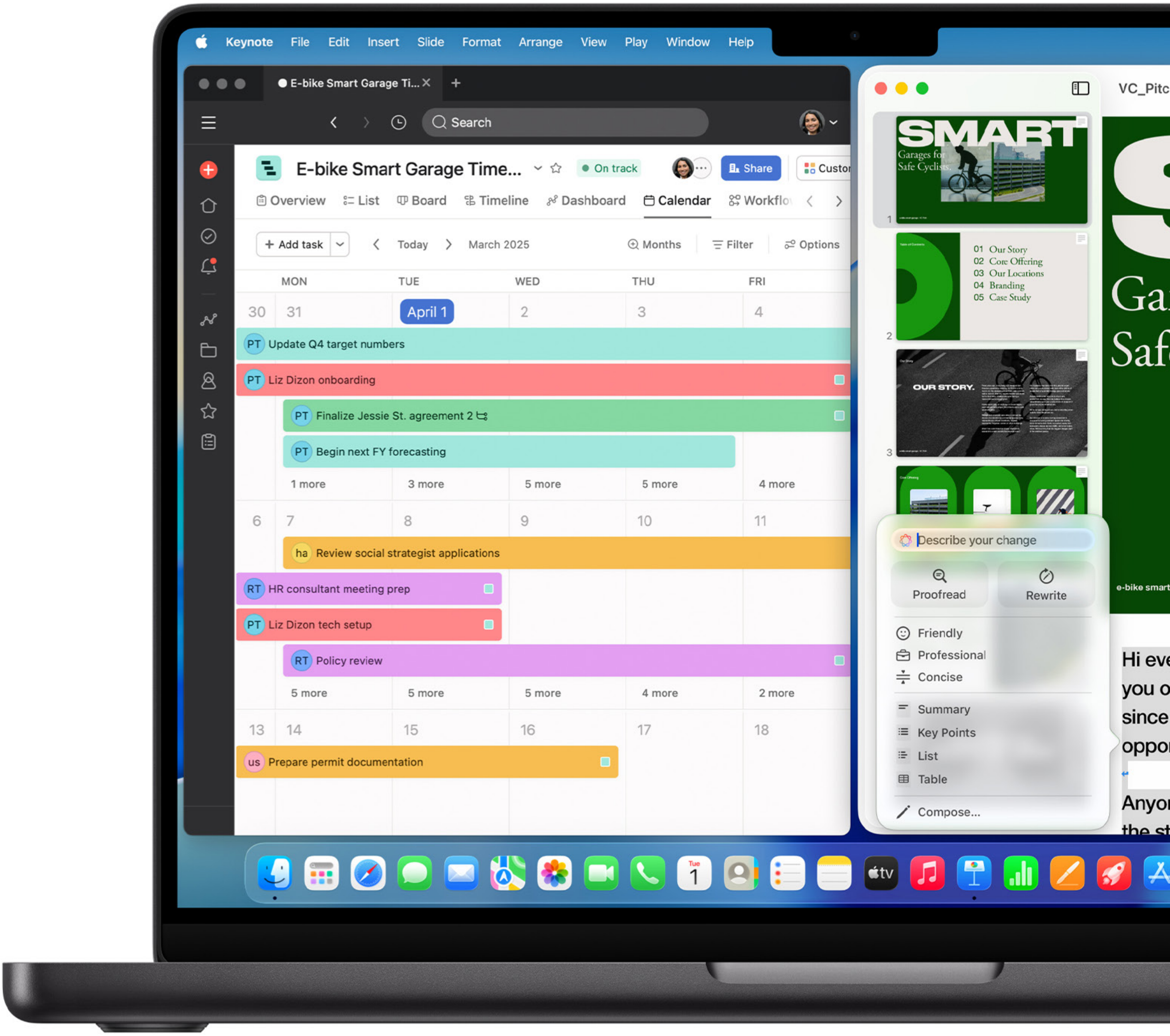
The M4 version of the 14-inch MacBook Pro was itself a major leap when it arrived, narrowing the performance gap between the smaller Pro and its 16-inch sibling. With the M5, Apple refines that success into a laptop that remains compact, elegant, and yet noticeably more capable. What makes this iteration particularly interesting is not just the new chip's speed, but how Apple continues to optimize thermals, battery management, and memory bandwidth to keep the MacBook Pro ahead of its competitors in both sustained power and energy efficiency.

THE M5 CHIP DELIVERS MORE POWER AND AI PERFORMANCE

At the core of the 2025 MacBook Pro 14" sits Apple's M5 system-on-a-chip, manufactured using an advanced 3-nanometer process and integrating over 80 billion transistors—roughly 20 percent more than the M4. This silicon upgrade translates to a 20–25 percent performance boost in multi-core workloads and up to 1.6× higher graphics throughput, driven by the new 10-core GPU. Apple has also doubled down on AI acceleration: the Neural Engine now reaches 24 trillion operations per second, improving on-device generative AI and real-time image and video analysis.

For professionals, those numbers aren't just benchmarks—they directly affect rendering pipelines, audio mastering, code compilation, and other high-bandwidth processes. Users running Final Cut Pro, Logic Pro, Xcode, or Adobe's latest AI-powered creative suite will see smoother playback, faster exports, and reduced render times, even under heavy thermal loads. The M5's unified memory architecture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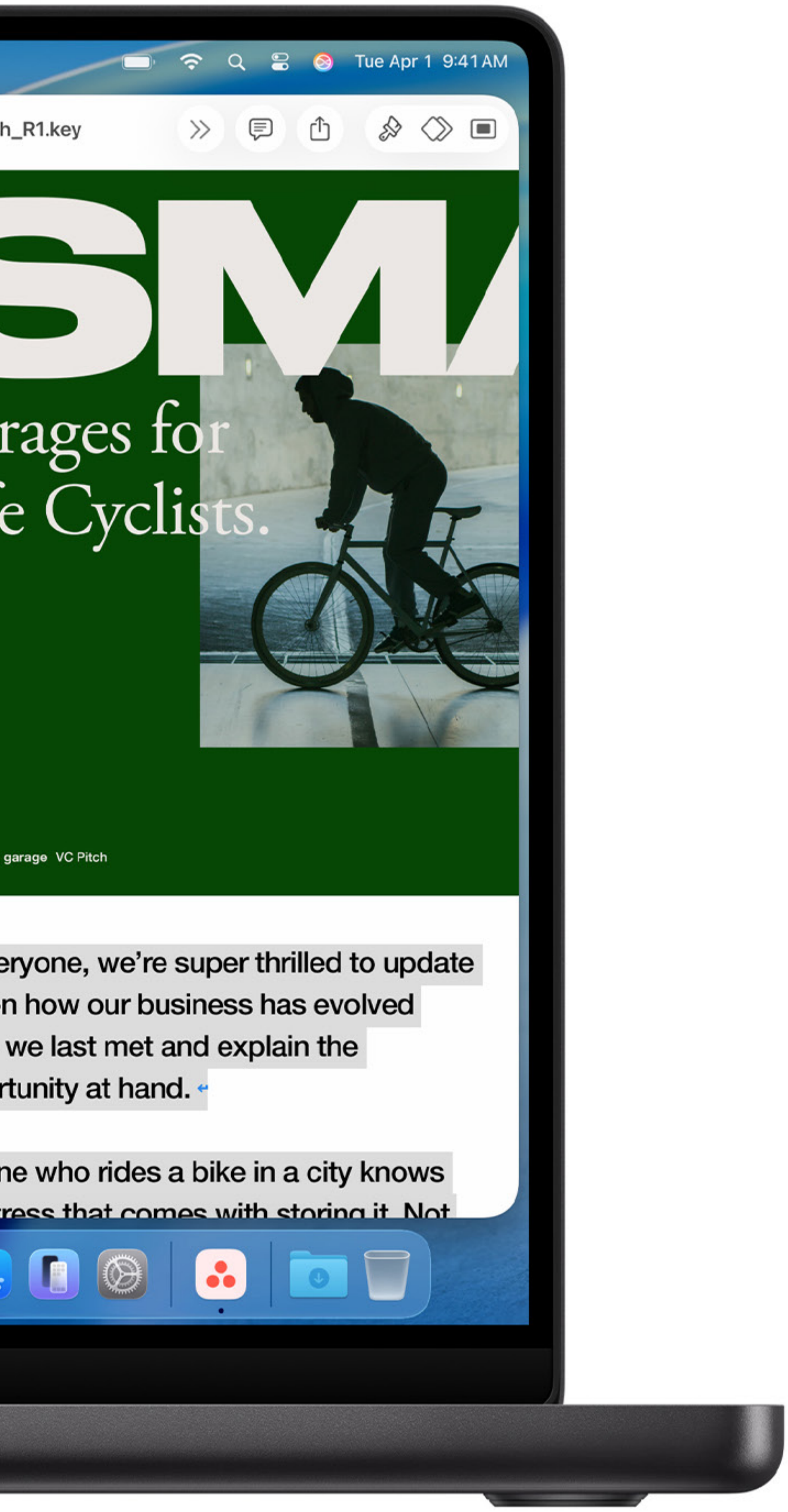
can now be configured up to 48 GB, with a broader 153 GB/s memory bandwidth, giving more headroom for large data sets and multi-application performance.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Another improvement lies in storage speed. Apple quietly revised its internal SSD controller, pushing sequential read/write speeds well past those of the M4. This results in faster system boots, shorter project load times, and smoother scrubbing through massive video files. The base model still starts with 512 GB of storage, but users can now configure up to 4 TB without a performance penalty.

Apple's hardware engineers also refined the MacBook's cooling system to better handle extended workloads. The dual-fan design is more efficient at dissipating heat without increasing noise levels, which helps sustain high clock speeds longer—critical for those running parallel tasks across CPU and GPU cores.

DESIGN CONTINUITY AND THE FAMILIAR MACBOOK EXPERIENCE

Visually, the M5 edition remains nearly identical to its predecessor, retaining the same 14.2-inch Liquid Retina XDR display with Mini-LED backlighting and 120 Hz ProMotion refresh. The design continuity reflects Apple's belief that it already achieved the right balance of portability, power, and ergonomics in this chassis. The display continues to deliver 1,600 nits of peak brightness for HDR content and perfect color calibration for professional media work.

Apple kept the same robust port selection—three Thunderbolt 4/USB-C ports, HDMI 2.1, an SDXC card reader, and the MagSafe 3 charging connector—giving the machine exceptional versatility without resorting to dongles. The 1080p FaceTime camera remains positioned in the display notch, and the six-speaker sound system with spatial audio still outperforms most rivals in clarity and range.

Battery life remains one of Apple's standout strengths. Thanks to the M5's greater efficiency, the 70-watt-hour battery delivers roughly an hour more endurance than the M4 version, reaching up to 19 hours of Apple TV video playback or 13 hours of web use in typical conditions. Real-world tests suggest professionals will see sustained performance even when unplugged—something that remains rare in high-power laptops.

While the exterior hasn't changed, Apple introduced subtle refinements to the materials and assembly. The aluminum enclosure is now produced with a higher proportion of recycled alloys, aligning with the company's environmental commitments. The keyboard retains the same comfortable scissor mechanism, but with slightly deeper travel and improved key stabilization. The Force Touch trackpad, still the industry benchmark for precision, now features improved palm rejection and haptic response.

ECOSYSTEM INTEGRATION AND STRATEGIC POSITIONING

The MacBook Pro 14”(M5) doesn't just represent a new laptop—it symbolizes Apple's ongoing unification of computing, mobile, and AI technologies. With macOS 15 and the company's expanding AI framework, Apple

COMMUNITY
GARDEN
EPISODE 3

Intelligence, the M5 chip allows the MacBook Pro to perform local processing for features that were once cloud-dependent. Users can summarize text, generate visual assets, or transcribe audio entirely offline, ensuring both speed and privacy.

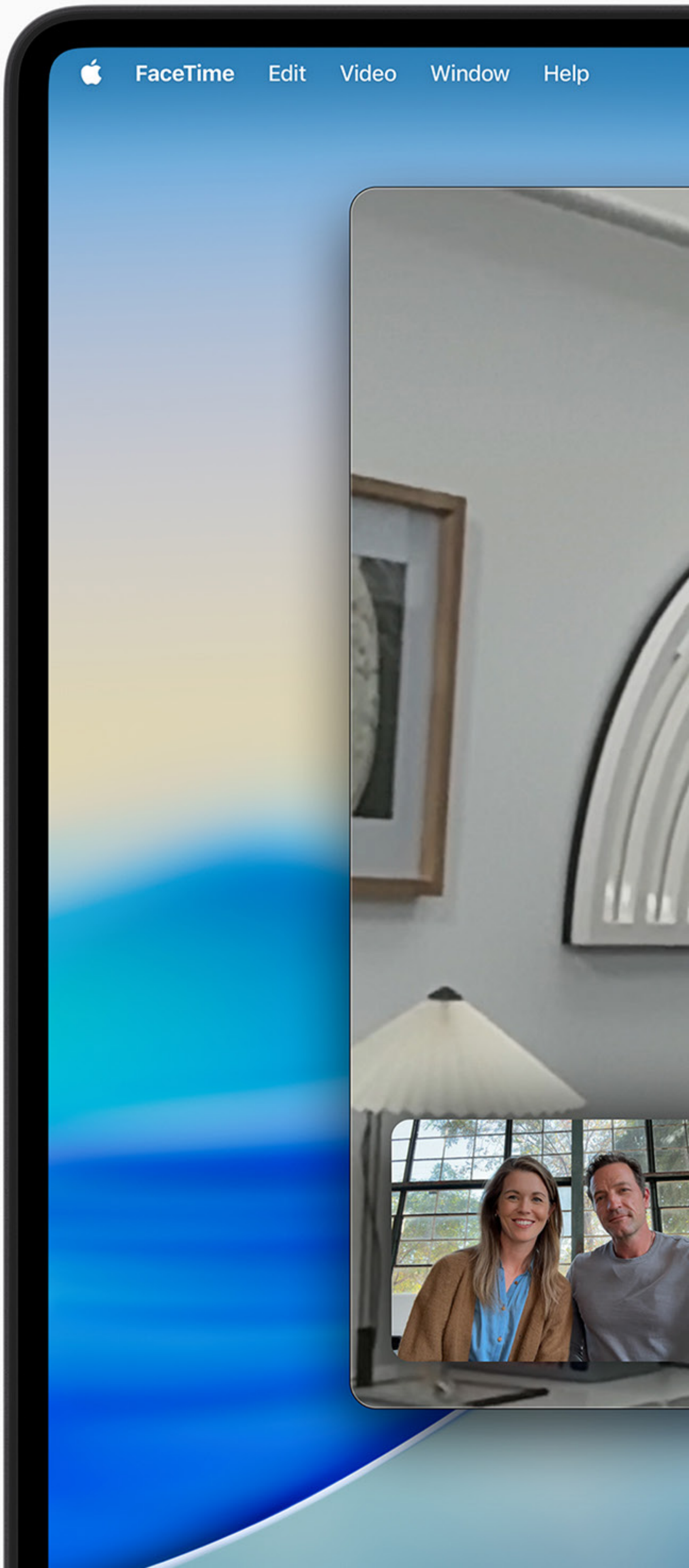
This enhanced local AI capability aligns with Apple's broader ecosystem strategy. Owners of iPhones running A19 or iPads with M5 chips will experience seamless cross-device workflows. Tasks like project handoffs from Final Cut on iPad to MacBook Pro or real-time rendering previews in Logic Pro now happen instantaneously through the Universal Control interface. The machine's new Bluetooth 6 and Wi-Fi 7 connectivity further ensure that collaboration across devices remains fluid.

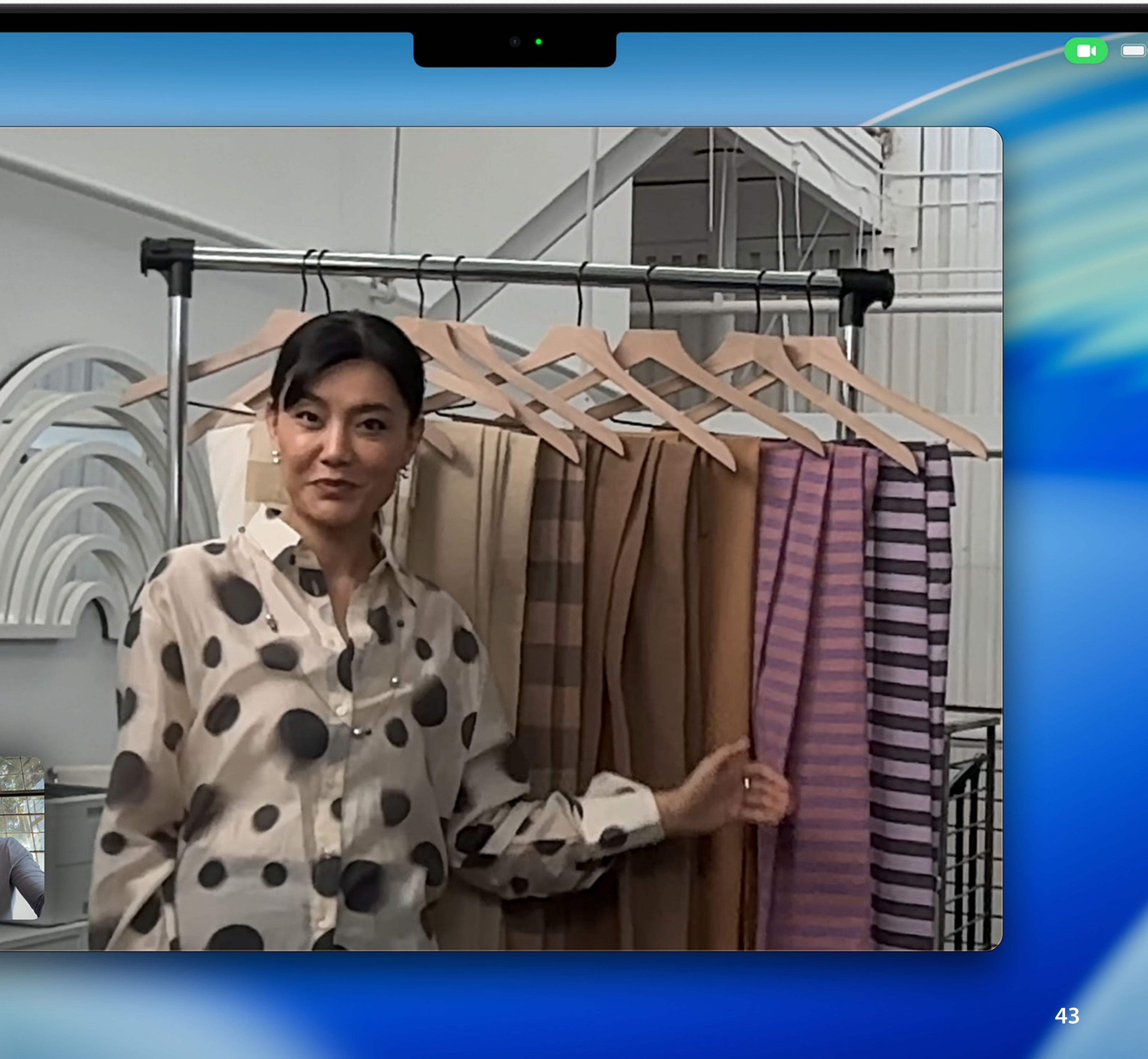
From a market standpoint, Apple's incremental upgrade strategy keeps the MacBook Pro positioned as the reference machine for mobile professionals. While competitors like Dell, HP, and ASUS push OLED panels and touch interfaces, Apple continues to bet on the balance between display accuracy, thermal headroom, and battery efficiency. The company's refusal to chase purely cosmetic innovation reinforces its long-term philosophy: make improvements invisible to the eye but tangible in performance.

The M5 generation also strengthens Apple's commitment to long software support. macOS 15 Point One introduces advanced battery analytics, improved external display management, and real-time collaboration in native apps—all optimized for the M5's neural cores. That synergy ensures longevity: owners of this model can expect top-tier performance and feature support well into the next half-decade.

In economic terms, Apple's decision not to raise the base price is equally strategic. The 14-inch M5 Pro starts around the same price point as the M4 version did at launch, maintaining accessibility while delivering meaningful performance upgrades. For buyers debating between the two, the M5's AI and graphics acceleration give it a clear advantage for future-facing workloads, particularly as creative applications increasingly integrate local machine learning models.

Ultimately, the MacBook Pro 14" (M5) embodies Apple's evolutionary approach to professional computing. It doesn't attempt to shock users with superficial change; instead, it deepens the machine's intelligence, endurance, and creative capacity. For those upgrading from Intel-based or early-Apple-Silicon models, the leap is transformative. For existing M4 owners, the decision depends on whether their daily workflows truly push the limits of the previous generation. Either way, the 2025 MacBook Pro continues to prove that incremental refinement, when executed at Apple's level, can still redefine what a professional laptop feels like.





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THE ALL-NEW VOLVO ES90 EV SEDAN: LUXURY MEETS ELECTRIC IN VERSATILE FORM

VOLVO

Volvo ES90 represents the Swedish automaker's first major push into a high-end electric sedan built on its dedicated 800-volt architecture and premium safety technology stack. By combining sleek fastback proportions with SUV-level practicality, the ES90 seeks to bridge design, performance, and usability in one vehicle. From its refined Scandinavian materials to a charging system capable of rapid replenishment, the ES90 is clearly aimed at discerning drivers who demand electric vehicle excellence without compromise.

DESIGN, SPACE & CABIN AMBIENCE

The ES90 blends elements of a classic saloon, a fastback shooter, and an elevated driving stance more commonly seen in SUVs. Its long wheelbase and lift-back hatch design deliver generous rear legroom, while a height and seating position that edge toward crossover territory enhance visibility and in-car comfort. The interior builds on Volvo's minimalist ethos, highlighted by a 14.5-inch free-standing central touchscreen, a 9-inch driver display, and an optional head-up display for key driving data. Finishes include FSC-certified wood, recycled metals and textiles, and a panoramic roof (with optional electrochromic glass) that underscores the car's premium appeal. Storage is practical too—both a rear hatch and a small front "frunk" compartment make the ES90 useful beyond weekend drives.

HD PIXEL TECHNOLOGY

VOLVO

VOLVO
ES 90
ES 90

PERFORMANCE, RANGE & CHARGING ADVANTAGE

Under the hood, the ES90 offers multiple powertrain choices. The base single motor rear-wheel-drive configuration uses an 88 kWh usable battery and delivers respectable performance. Stepping up to the twin-motor AWD variants brings higher power output—up to around 670 hp in the Performance version—and significantly quicker 0-60 mph times. Thanks to the 800-volt electrical architecture, charging is substantially faster than previous Volvo EVs: users can add approximately 300 km (~186 miles) of range in just ten minutes at appropriate fast-chargers. WLTP-based range estimates for dual-motor versions stretch past 430 miles, placing the ES90 among the leaders in long-range electric sedans. Efficiency figures also impress, with energy consumption rated at around 25.4 kWh/100 miles for the single-motor model under WLTP protocols.

TECHNOLOGY & SAFETY LEADERSHIP

Volvo's commitment to safety and technology is deeply embedded in the ES90. The car comes equipped with a comprehensive sensor suite—including lidar, radar, cameras and ultrasonic modules—providing advanced driver-assistance features and a 3D view of surrounding traffic. On the infotainment front, the 14.5-inch central screen runs Google-based software (including maps and Play), while Apple CarPlay and Android Auto come standard. Cabin comfort is enhanced by features such as a four-zone climate system, advanced air purification certified to filter fine particulates and allergens, and a 25-speaker Bowers & Wilkins sound

ES 90

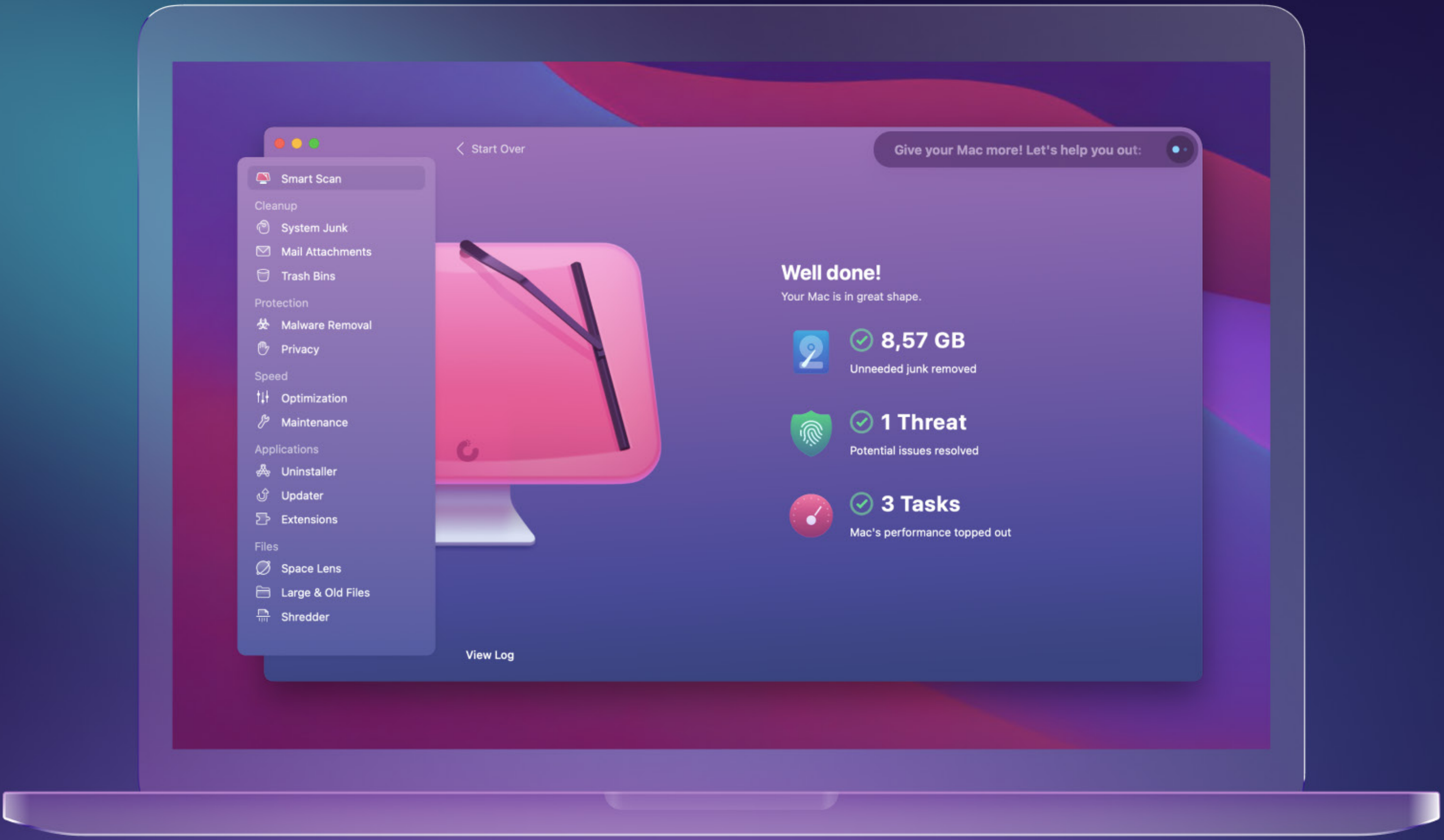
ES 90

system with Dolby Atmos for immersive audio. The vehicle's aerodynamics are also noteworthy: a drag coefficient of approximately 0.25 helps maximize range and efficiency while maintaining sleek styling.

MARKET POSITIONING & COMPETITIVE OUTLOOK

Starting in the premium EV segment, the ES90 positions itself against luxury electric sedans like the BMW i5 and Mercedes EQE—but with a distinctive Scandinavian identity and a practical twist. Its blend of fastback form, high-tech cabin and SUV-grade charging infrastructure gives it a unique stance. Pricing begins at a high premium (around £70,000 in UK estimates) but reflects the level of equipment, architecture and performance being offered. Volvo's global strategy suggests the ES90 will be produced in China (Chengdu plant) and delivered in key markets starting in late 2025. For buyers who value design integrity, sustainability credentials and high-speed charging above mere badge recognition, the ES90 is a compelling choice.

This sedan also signals Volvo's broader ambition: to shift away from traditional combustion luxury models and deliver fully electric, software-inflected vehicles that compete on more than just power and prestige. With this approach, the ES90 could mark a turning point for buyers considering whether their next car will be electric—or elite.



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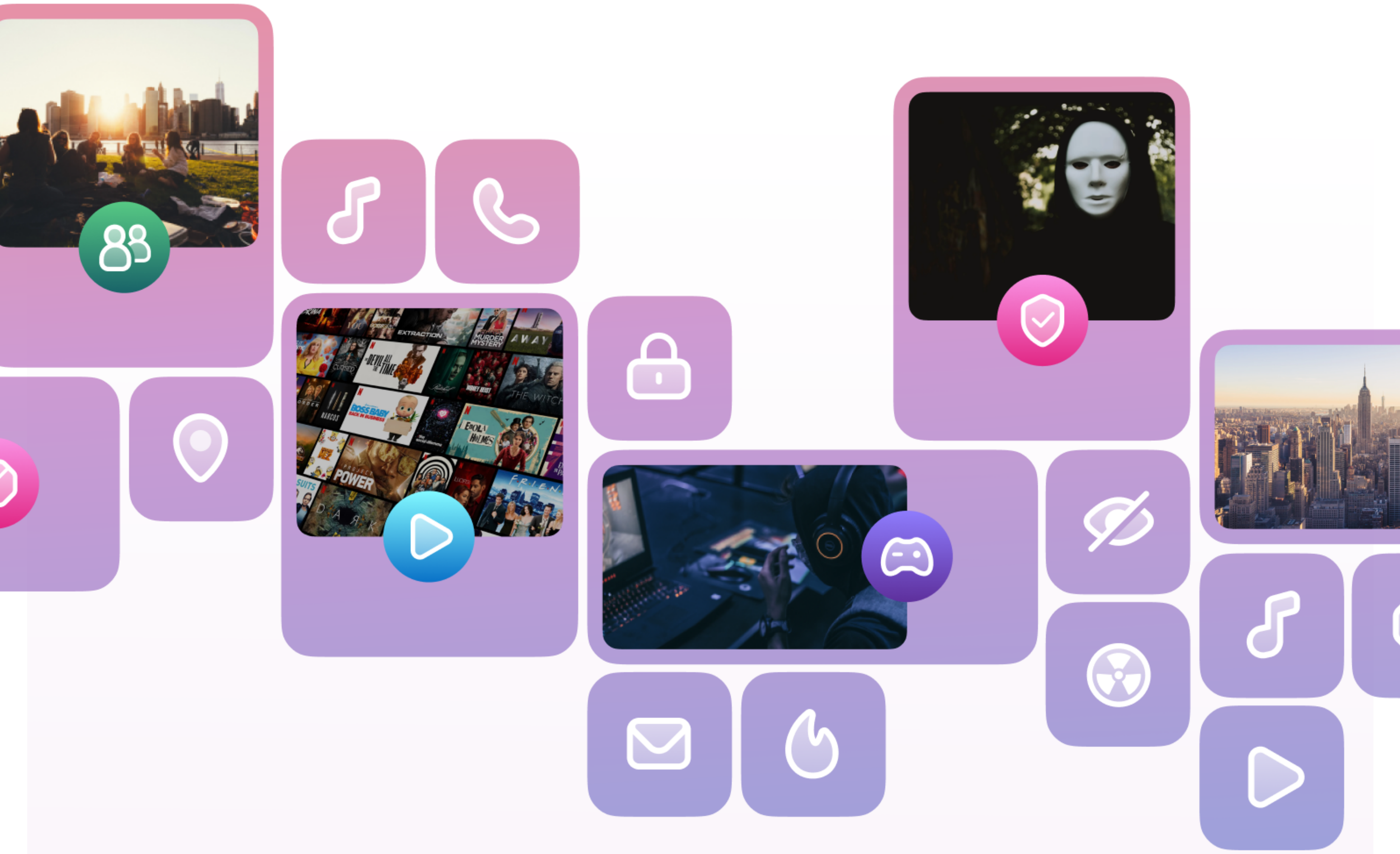

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Formula 1

APPLE TV DRIVES YOU INTO THE HEART OF THE COCKPIT EXPERIENCE

Apple has just floored the accelerator on its Formula 1 ambitions. The Cupertino company has inked a blockbuster five-year deal to become the exclusive U.S. broadcast partner for Formula 1, starting next season. All races, sessions, qualifiers, and Sprints will stream live on Apple TV, ditching cable giants like ESPN for a seamless, tech-infused digital pit lane.

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FROM SILVER SCREEN TO STARTING GRID

Building on the turbocharged success of F1 The Movie, **Apple Original Films' adrenaline-soaked hit that shattered box office records,** this partnership cements a bond forged in Hollywood glamour and racetrack grit. With **U.S. F1 fandom exploding to 52 million devotees in 2024,** and a youthquake of 18-24-year-olds (47% of new fans) and women (over half) flooding the stands, the timing couldn't be sharper. Whether you're a die-hard tracking telemetry or a newbie hooked by Brad Pitt's silver-screen comeback, this deal opens the garage doors to premium access. But what does it mean for your Sunday afternoons?

AMG
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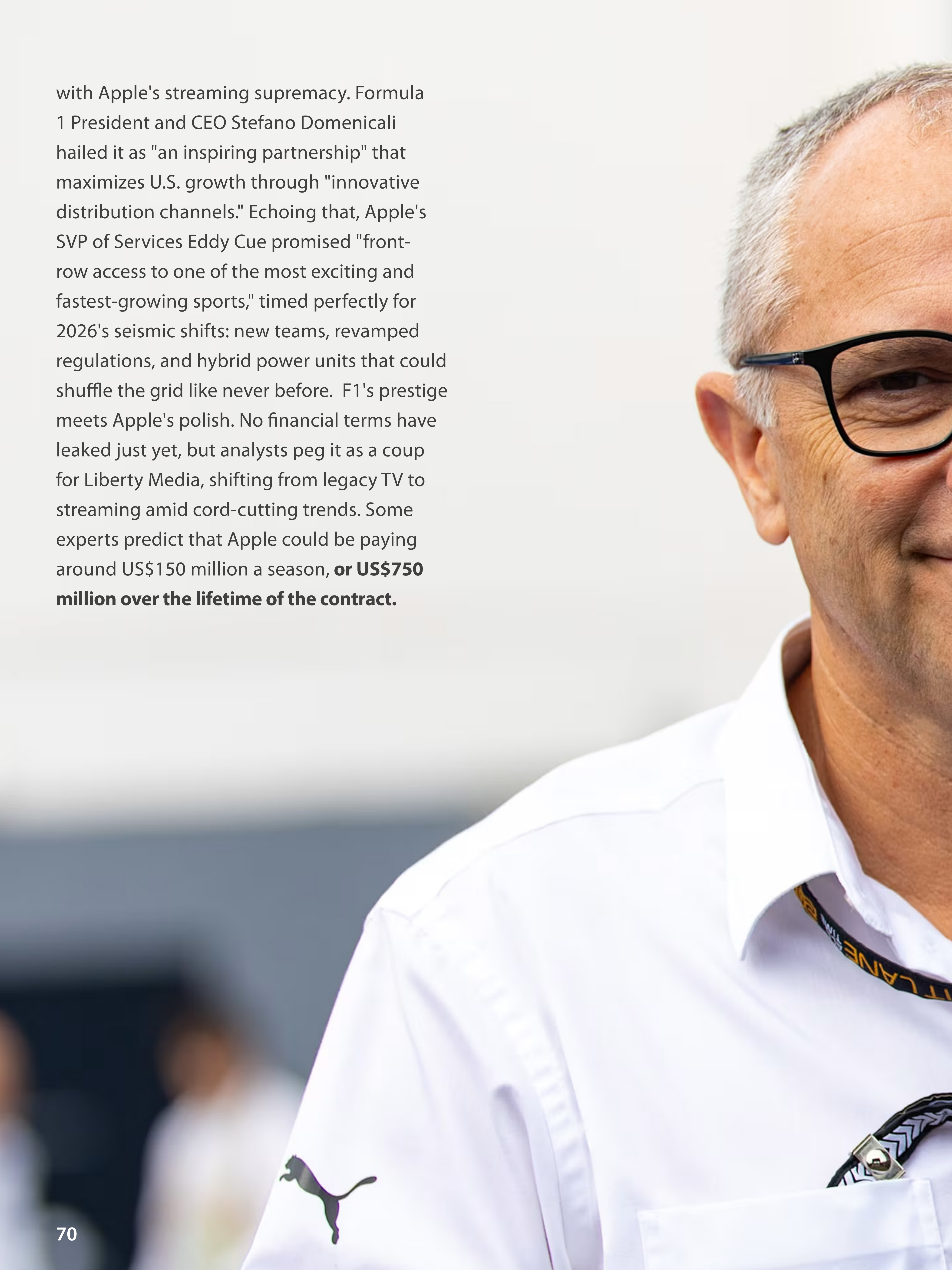
Exp

Apple's dive into F1 is a victory lap extension from **F1 The Movie, the summer 2025 juggernaut that roared to $629 million worldwide,** crowning it the highest-grossing sports film ever and Brad Pitt's career peak. Directed by Joseph Kosinski and produced by Jerry Bruckheimer alongside seven-time champ Lewis Hamilton, the flick's authentic roar (an "A" CinemaScore and 97% Rotten Tomatoes audience score) didn't just entertain, it evangelized. Debuting at No. 1 and logging the biggest U.S. opening for an original live-action film in five years, it fueled F1's Stateside surge, introducing the sport to casual viewers via cinematic thrills. This media marriage, revealed amid the Austin GP frenzy, replaces ESPN's linear broadcasts

AMG
MSC

with Apple's streaming supremacy. Formula 1 President and CEO Stefano Domenicali hailed it as "an inspiring partnership" that maximizes U.S. growth through "innovative distribution channels." Echoing that, Apple's SVP of Services Eddy Cue promised "front-row access to one of the most exciting and fastest-growing sports," timed perfectly for 2026's seismic shifts: new teams, revamped regulations, and hybrid power units that could shuffle the grid like never before. F1's prestige meets Apple's polish. No financial terms have leaked just yet, but analysts peg it as a coup for Liberty Media, shifting from legacy TV to streaming amid cord-cutting trends. Some experts predict that Apple could be paying around US$150 million a season, **or US$750 million over the lifetime of the contract.**



ALL TIME
GRID ACCESS
F1
Stefano Domenicali

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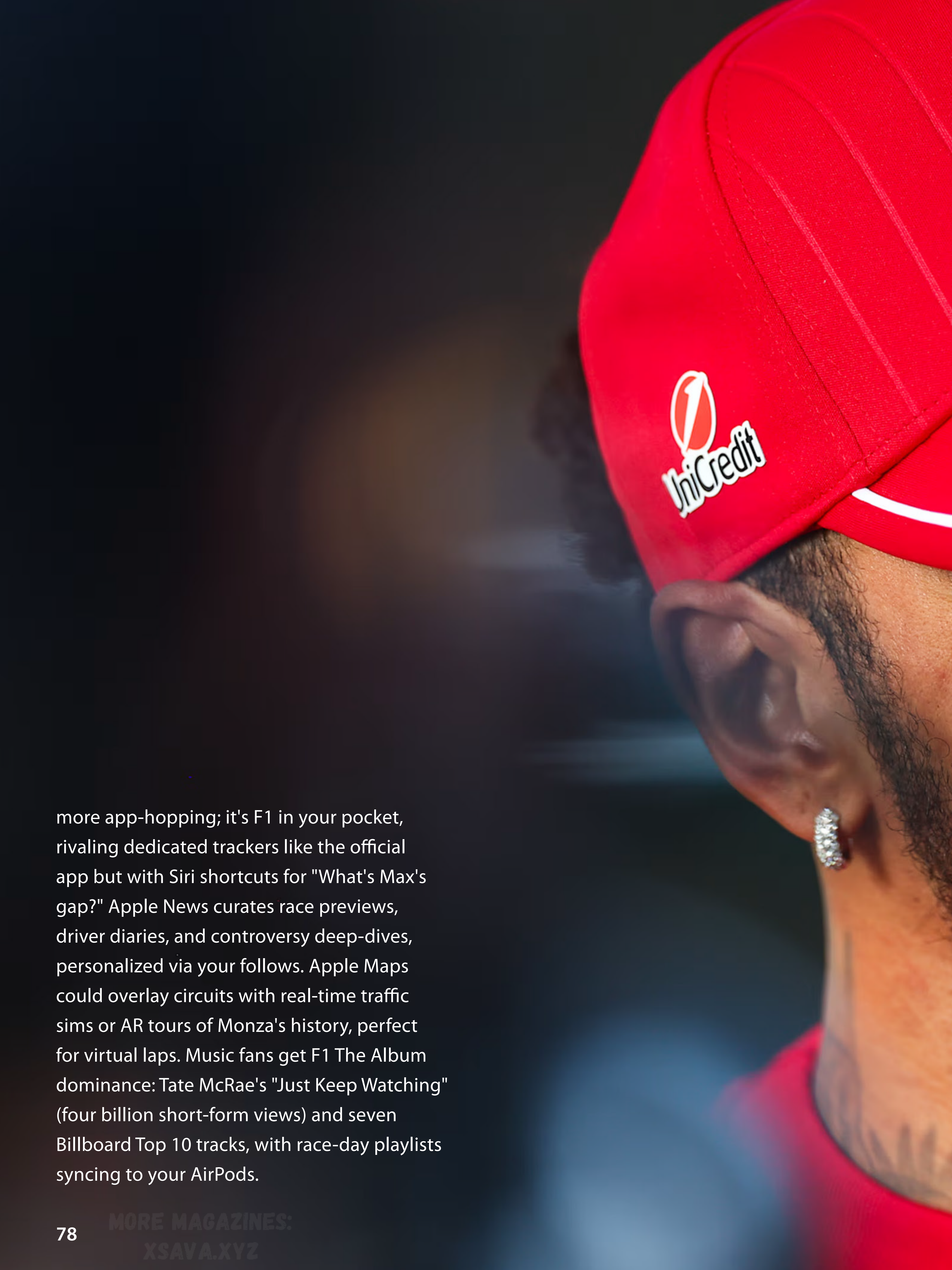
BROADCASTING INTO HOMES

At its core, the deal delivers unbridled access via Apple TV (the rebranded Apple TV+ service, now a $9.99/month hub for originals and live events). Subscribers snag every lap: all practice runs, qualifying showdowns, Sprint battles, and 24 Grands Prix per season, live and on replay. That's comprehensive… no more hunting highlights when you're chasing the full roar. Sweetening the deal, select races and all practice sessions stream free in the Apple TV app, with no subscription required. It's a gateway for newcomers, **mirroring Apple's MLS Season Pass playbook** to hook 'em young. And for deep divers, F1 TV Premium, F1's gold-standard feed with onboard cams, team radios, and data viz, stays U.S.-exclusive but bundles free with Apple TV. No extra $129.99/year hit… just log in and launch. As for Production perks, expect Apple-grade flair: multi-angle 8K streams, AR overlays via Apple Vision Pro, and AI-driven recaps. Details drop in the coming months, but whispers suggest interactive stats, virtual pit walks, and celebrity punditry, perhaps Hamilton himself. Compared to ESPN's ad-cluttered feeds, this is cleaner, sharper, and ad-light, with potential for zero commercials during races.

Apple doesn't do half measures, and this partnership turbocharges its suite, turning passive viewing into an omnipresent pulse. **Apple Sports, the free iPhone app,** leads the charge with live leaderboards, driver/constructor standings, Lock Screen Live Activities (glanceable lap times), and a Home Screen widget for at-a-ping updates. No



more app-hopping; it's F1 in your pocket, rivaling dedicated trackers like the official app but with Siri shortcuts for "What's Max's gap?" Apple News curates race previews, driver diaries, and controversy deep-dives, personalized via your follows. Apple Maps could overlay circuits with real-time traffic sims or AR tours of Monza's history, perfect for virtual laps. Music fans get F1 The Album dominance: Tate McRae's "Just Keep Watching" (four billion short-form views) and seven Billboard Top 10 tracks, with race-day playlists syncing to your AirPods.

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Even Apple Fitness+ joins the fray, blending high-intensity interval training with F1-inspired workouts… think "Sprint Simulator" sessions timed to qualifying. It's holistic: a newbie jogs to Hans Zimmer scores while tracking standings, evolving into a whole ecosystem ritual.

STREAMLING GLORY AWAITS

No F1 chat's complete without **F1 The Movie, the catalyst crashing onto Apple TV December 12, 2025,** mere weeks away. Pitt's

Heineken ★ -00-

grizzled vet Sonny Hayes mentors a prodigy at a fictional APXGP team, blending genuine F1 cameos (from drivers to execs) with Kosinski's Top Gun: Maverick visuals. Grossing $629 million, it outpaced CODA's Oscars and Ted Lasso's Emmys in Apple's trophy case, netting 629 wins and 2,845 noms across originals. Stream it globally for that authentic rush: heart-pounding crashes, strategic gambles, and Hamilton's producer touch. Pair with the album's billion streams for immersion, your pre-2026 warmup.

A CHECKERED FLAG

Apple's F1 exclusive isn't disruption but destiny, blending cinematic spark with streaming savvy to supercharge U.S. fandom. From F1 The Movie's December 12 debut to 2026's grid fireworks, it's fan-first fuel: free hooks, bundled premiums, ecosystem synergy. Sure, cable purists rev engines in protest, but Apple's 1B screens and innovative edge (AR, AI) position it to lap competitors. For 52 million and climbing, this is your green light. Subscribe, sync, and savor… 2026 awaits. We can’t wait to watch the action unfold - on our favorite devices.

Apple's Formula 1 partnership signals more than a broadcast deal — it's a declaration of intent.

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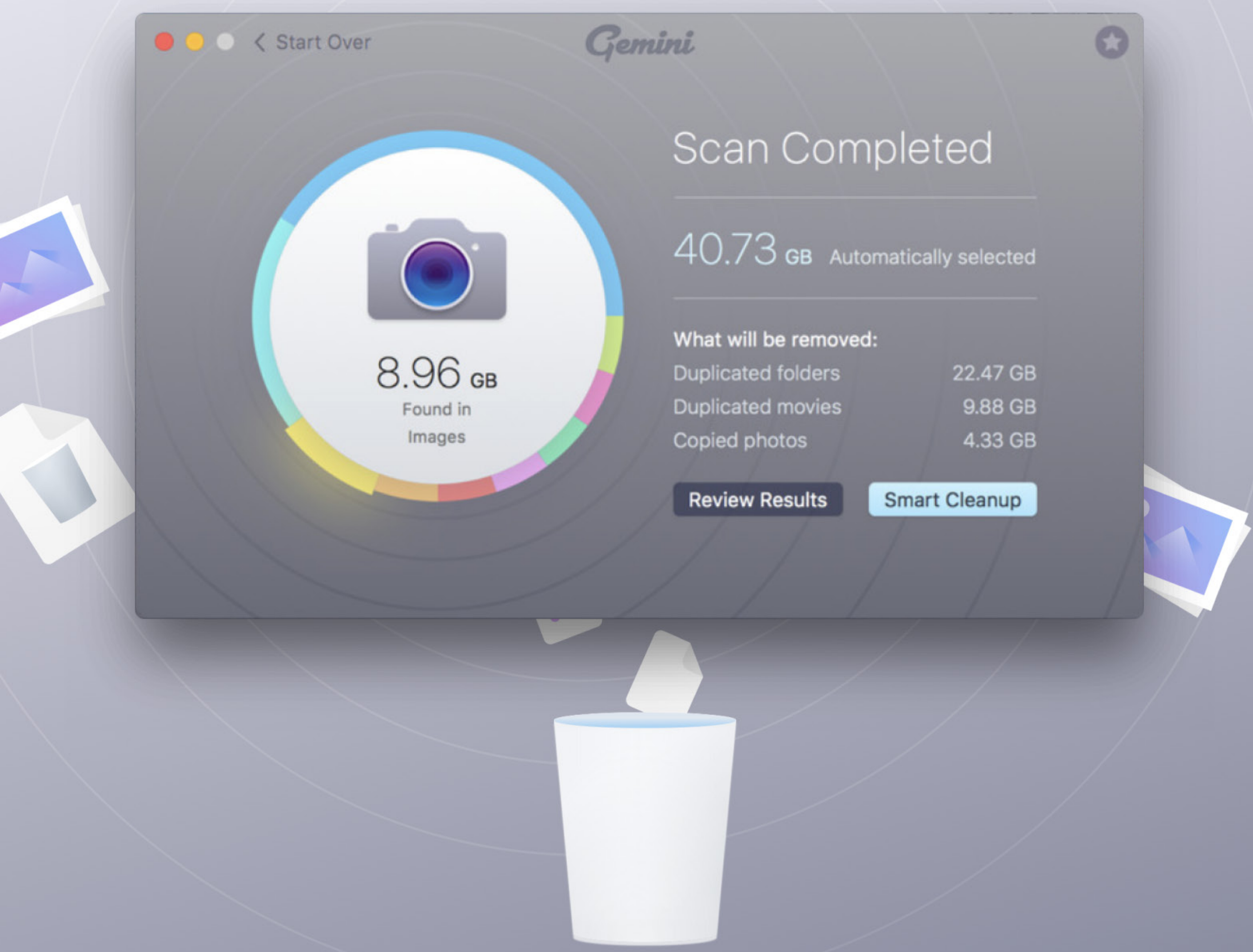
As technology, entertainment, and sport converge, Apple isn't just streaming races; it's redefining how fans experience velocity itself. By weaving F1 into its ecosystem — from Apple TV to Vision Pro — Apple is turning motorsport into an interactive, immersive lifestyle.

The cockpit is no longer confined to carbon fiber and asphalt; it lives in your hands, in your headset, and in your home. The future of racing won't just be watched — it will be lived.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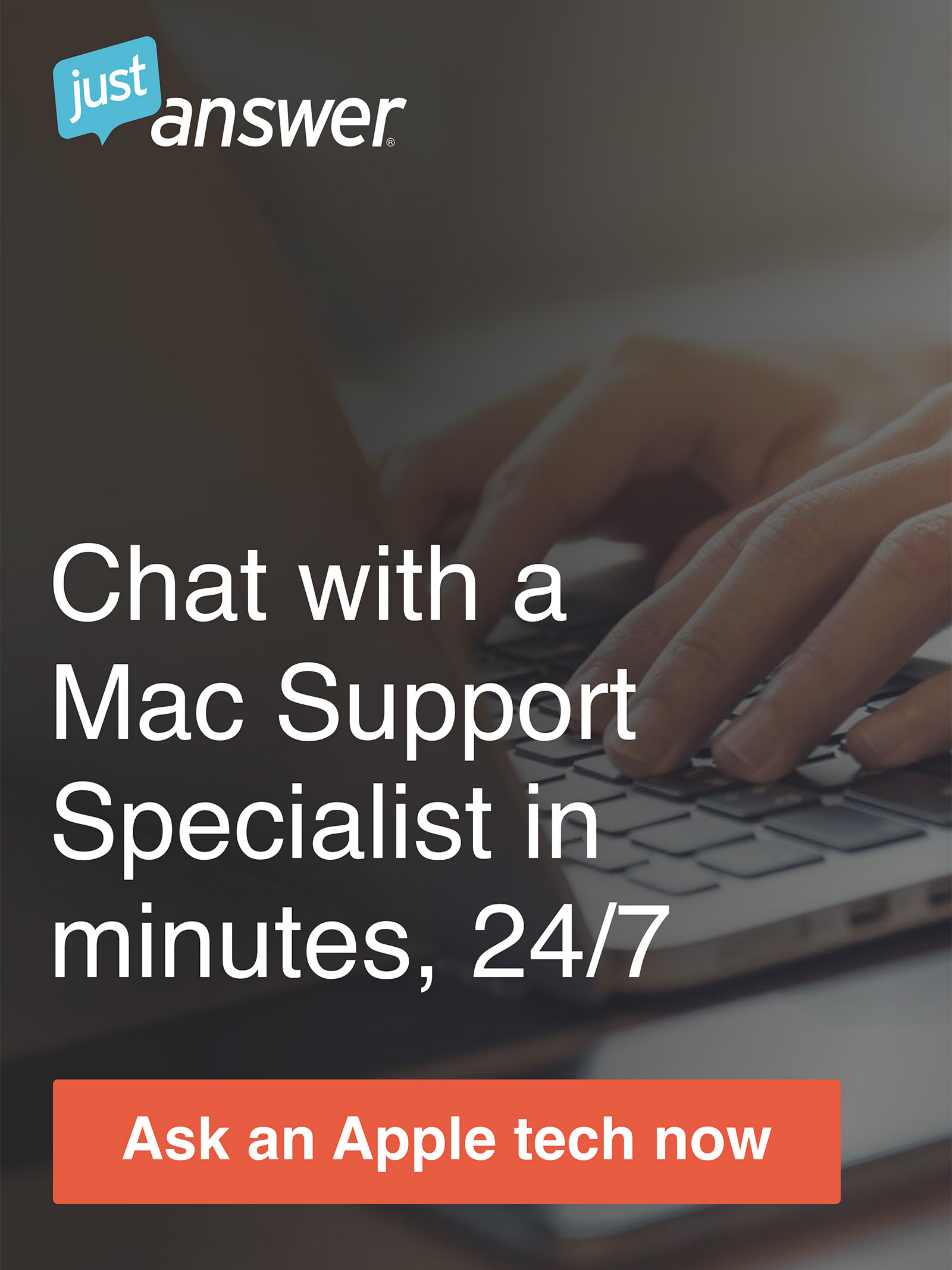

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AIRBNB CEO BRIAN CHESKY SAYS OPENAI TOOLS “NOT READY” FOR FULL CHATGPT INTEGRATION

Airbnb Chief Executive Officer Brian Chesky has publicly declared that OpenAI’s suite of tools is not yet mature enough to power the company’s core app experiences. While many tech firms race to embed generative-AI agents and conversational interfaces directly into their platforms, Chesky said Airbnb is taking a more measured approach—waiting until integration quality, security and cost-efficiency align with its community-based ecosystem.

He emphasized that Airbnb’s verified-user model, where hosts and guests rely on trust and safety, imposes higher demands on any AI integration. Chesky stated that while he remains

bnb

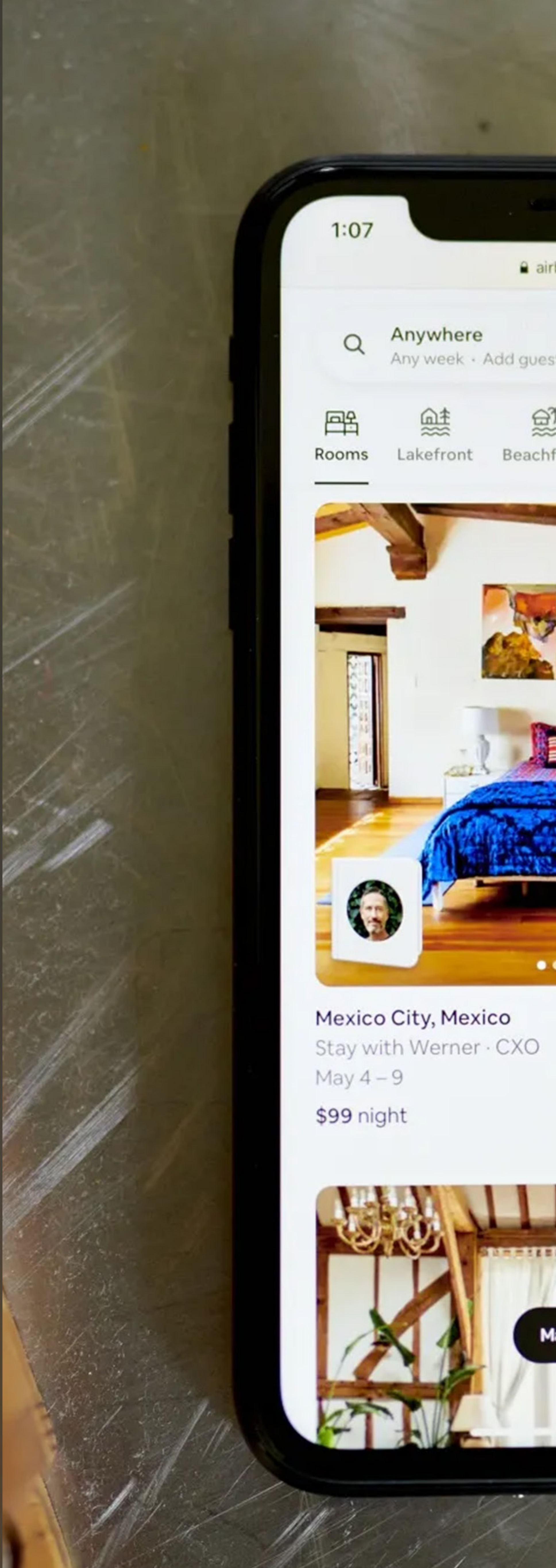
a supporter of the broader AI progress, the practical technologies currently available from OpenAI do not yet meet Airbnb's standards for deployment at scale.

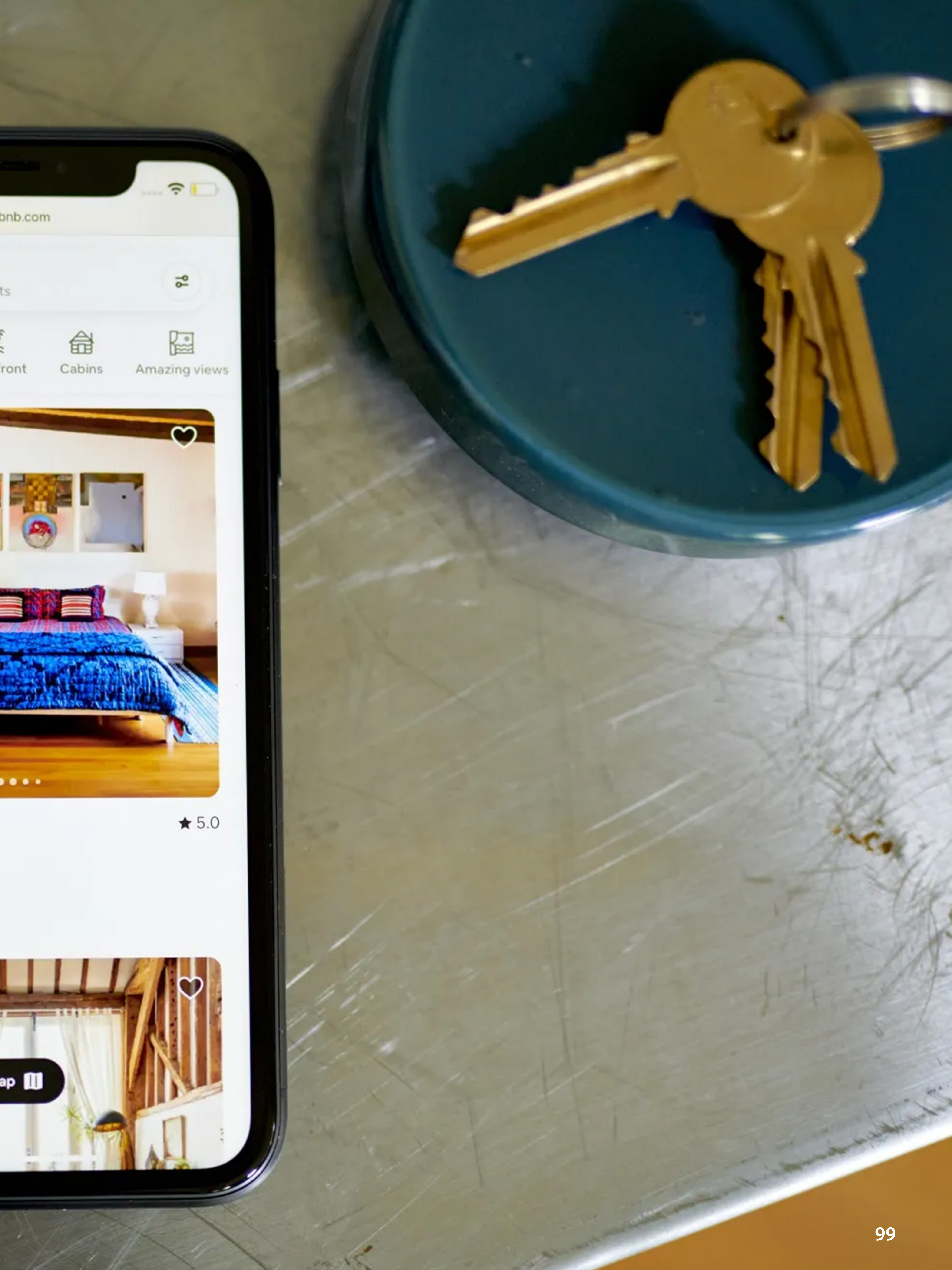
A STRATEGIC PAUSE IN AI COLLABORATION

Chesky's comments reflect a calculated delay. Rather than rush into embedding ChatGPT or similar OpenAI technologies into its booking and hosting platform, Airbnb is opting to wait until the architecture around agent integration, data-handling and operational workflows stabilizes. According to Chesky, this means giving attention to how underlying APIs handle context, how models interface with user identity systems, and how carbon, latency and cost constraints play out in real-world production.

The implications for Airbnb's strategy are significant. The company is investing in its own internal AI stack and exploring multiple providers, balancing performance, cost and ecosystem alignment. While OpenAI remains a potential future partner, Airbnb appears to favour a diversified model that allows alternative, often lower-cost providers to supply mission-critical systems. The decision to wait doesn't signal reluctance toward AI—it signals a prioritisation of readiness, reliability and long-term fit rather than short-term hype.

For OpenAI, Chesky's commentary poses both a risk and an opportunity. On one hand, the delay by a high-profile potential partner means OpenAI must sharpen not just model capabilities, but integration frameworks, enterprise infrastructure readiness and enterprise-grade tooling. On

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the other hand, Airbnb's public stance could encourage OpenAI to build stronger enterprise-grade offerings and broaden its revenue model beyond consumer chat. In essence, the conversation is moving from "Can the models chat?" to "Can the models integrate safely, affordably and at scale across complex platforms?"

REDIRECTION OF FOCUS: COST, TRUST AND PLATFORM FIT

By declining to rush into a ChatGPT partnership, Chesky emphasised cost and control as major factors. Airbnb competes in a margin-sensitive business where bookings, cancellations and variable inventory mean both risk and scale. Embedding generative AI—particularly at the rate where prompts multiply and model usage becomes heavy—introduces cost unpredictability. Chesky noted that while OpenAI's systems are world-class, they still need further economies of scale, deployment tooling and bespoke model customisation before they become viable at enterprise volume.

Trust remains central. Airbnb's value proposition depends on reliable user-to-user experiences, transparent dispute resolution and data privacy. Chesky argued that until AI integrations can operate inside highly controlled workflows—with minimal risk of "hallucinations", bias or security exposure—they cannot form the core of Airbnb's user experience. The company is therefore building internal frameworks around how generative models will operate, when they will intervene, and how the experience remains optional rather than mandatory.

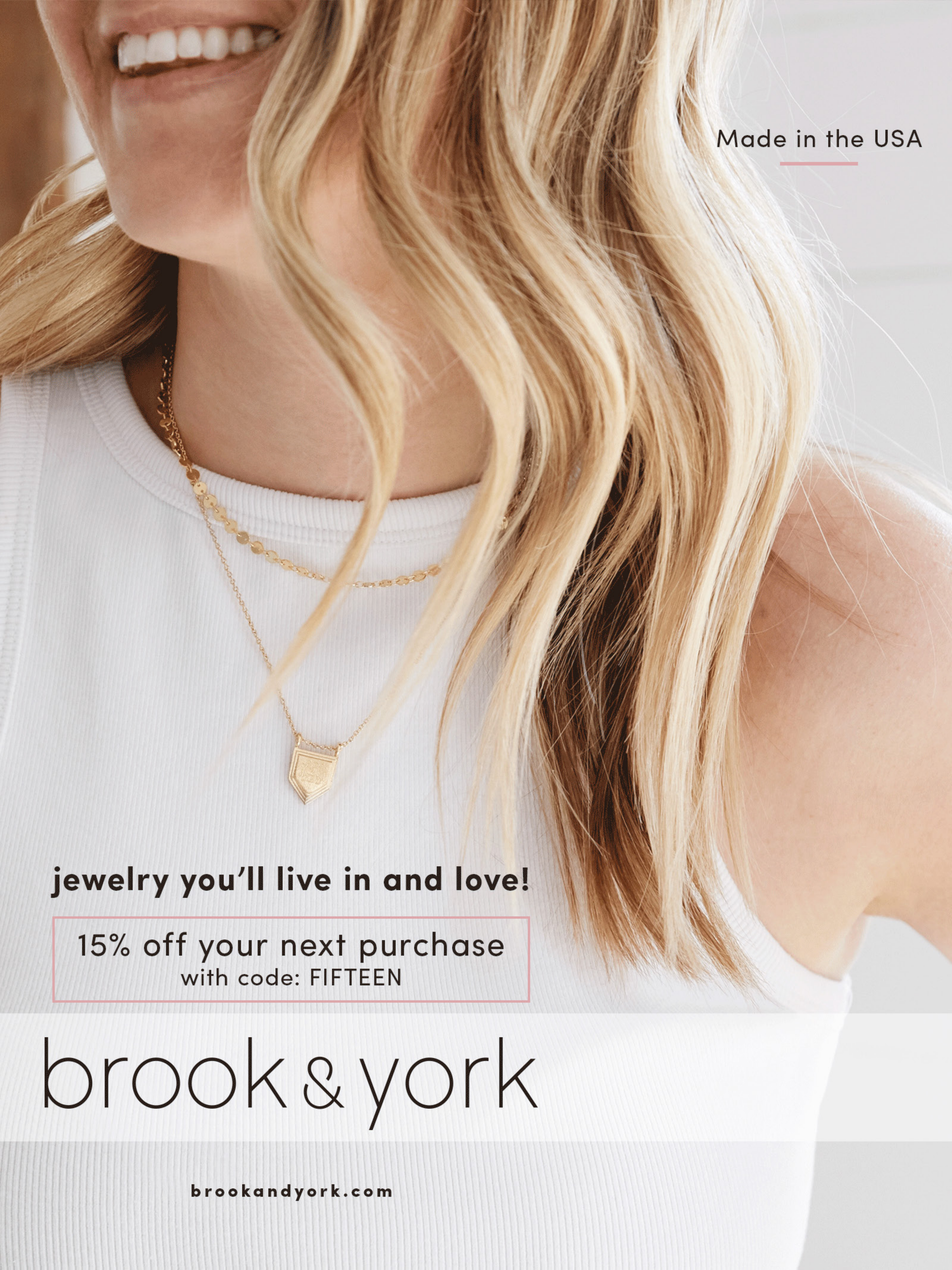
Finally, platform-fit drives decision-making. While many companies integrate ChatGPT for search,

summarisation or basic customer queries, Airbnb's app spans bookings, payments, community reviews, hosting logistics and travel experiences. To embed an AI assistant here requires tight alignment with each module and the ability to handle identity, transaction, trust, local regulation and global scale—all simultaneously. Chesky's caution reflects an awareness that overselling an AI rollout prematurely could damage brand credibility rather than reinforce it.

WHAT TO WATCH NEXT

The sector will now look for a few key signals. One is whether Airbnb selects a multivendor AI model strategy—claiming to use OpenAI, Google, Chinese open-source models, and others in parallel. Another is if OpenAI responds by releasing enhanced enterprise integration tools, cost-efficient enterprise pricing or model customisation for large-scale partners. Also critical will be whether Airbnb curates an "agent rollout roadmap" that moves beyond internal pilots into live production without record-breaking cost or error growth.

If Airbnb eventually partners with OpenAI—or chooses an alternative—it will reflect how enterprise adoption of generative AI is evolving from "models" to "platforms". The question is no longer whether companies should use AI, but how and when to integrate it into complex user experiences without compromising trust, cost or brand. Chesky's comments signal a new phase in the AI cycle: not the big reveal, but the heavy lift of real-world launch readiness.



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AMAZON'S AUTOMATION PLAN COULD REPLACE 600,000 JOBS BY 2033

Amazon is accelerating its shift toward automation across its U.S. operations, in what analysts describe as one of the largest workforce restructurings in the company's history. Internal projections reviewed by multiple industry sources suggest that by 2033, Amazon expects to automate tasks equivalent to more than 600,000 human jobs, effectively reducing hiring needs even as its total output doubles. The long-term plan would see robots, artificial intelligence systems, and machine-learning tools taking over an expanding share of warehouse, logistics, and delivery operations.

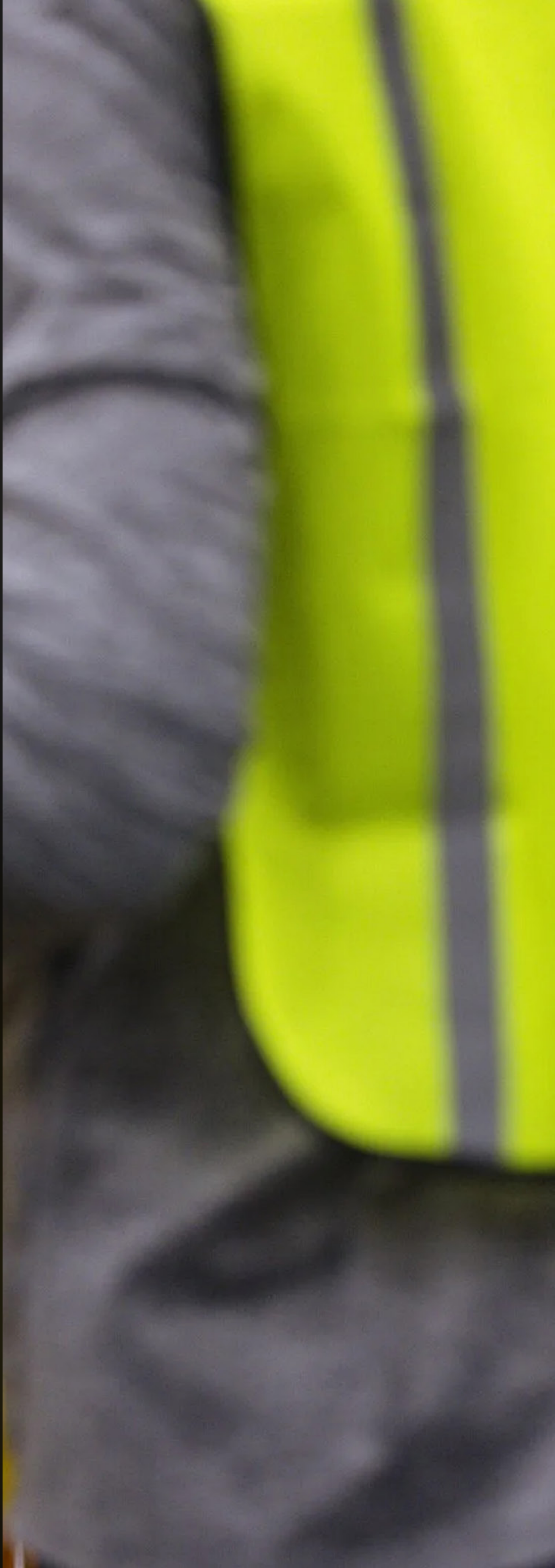
amazon
2m
2m

HOW AMAZON IS TRANSFORMING ITS WORKFORCE MODEL

Over the past decade, Amazon has already installed more than a million robots in fulfillment centers around the world, but the new plan represents a far deeper integration of automation into everyday operations. The company is reportedly aiming to automate up to three-quarters of its warehouse and delivery processes by the early 2030s. Key areas of focus include robotic arms capable of complex sorting, autonomous forklifts, and new machine-vision systems that allow robots to identify, pick, and package items with increasing precision.

The economic appeal is clear. Internal estimates suggest automation could save Amazon billions of dollars each year by streamlining warehouse operations and minimizing downtime. Each automated pick or placement represents a measurable cost reduction compared to human labor. Yet Amazon's leadership has been careful to frame the transition as an evolution rather than a displacement—emphasizing that humans will continue to supervise, maintain, and optimize these systems rather than being entirely replaced by them.

For employees, the transition could redefine the nature of work inside Amazon's facilities. Routine, repetitive tasks are increasingly being handled by robots, while human roles are expected to shift toward equipment oversight, systems management, and technical maintenance. In practice, this means fewer entry-level warehouse positions and more specialized, higher-skill opportunities,



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though the total number of available jobs is projected to decline.

BROADER ECONOMIC AND SOCIAL IMPLICATIONS

Amazon's automation ambitions extend far beyond its internal operations, touching the broader U.S. labor market. As one of the country's largest private employers, any large-scale reduction in human labor could ripple across regional economies where fulfillment centers are major sources of employment. Economists warn that the change could push wages downward and eliminate crucial entry-level jobs that serve as stepping stones into the workforce.

The potential gains in productivity, however, are significant. Automation can accelerate delivery speeds, lower costs for consumers, and improve inventory efficiency—all key elements in maintaining Amazon's competitive advantage against Walmart, Target, and other retailers expanding their e-commerce presence. Industry observers note that if Amazon successfully transitions to an automation-heavy model without service disruptions, other logistics companies are likely to follow suit, sparking a broader transformation in how goods are distributed and delivered nationwide.

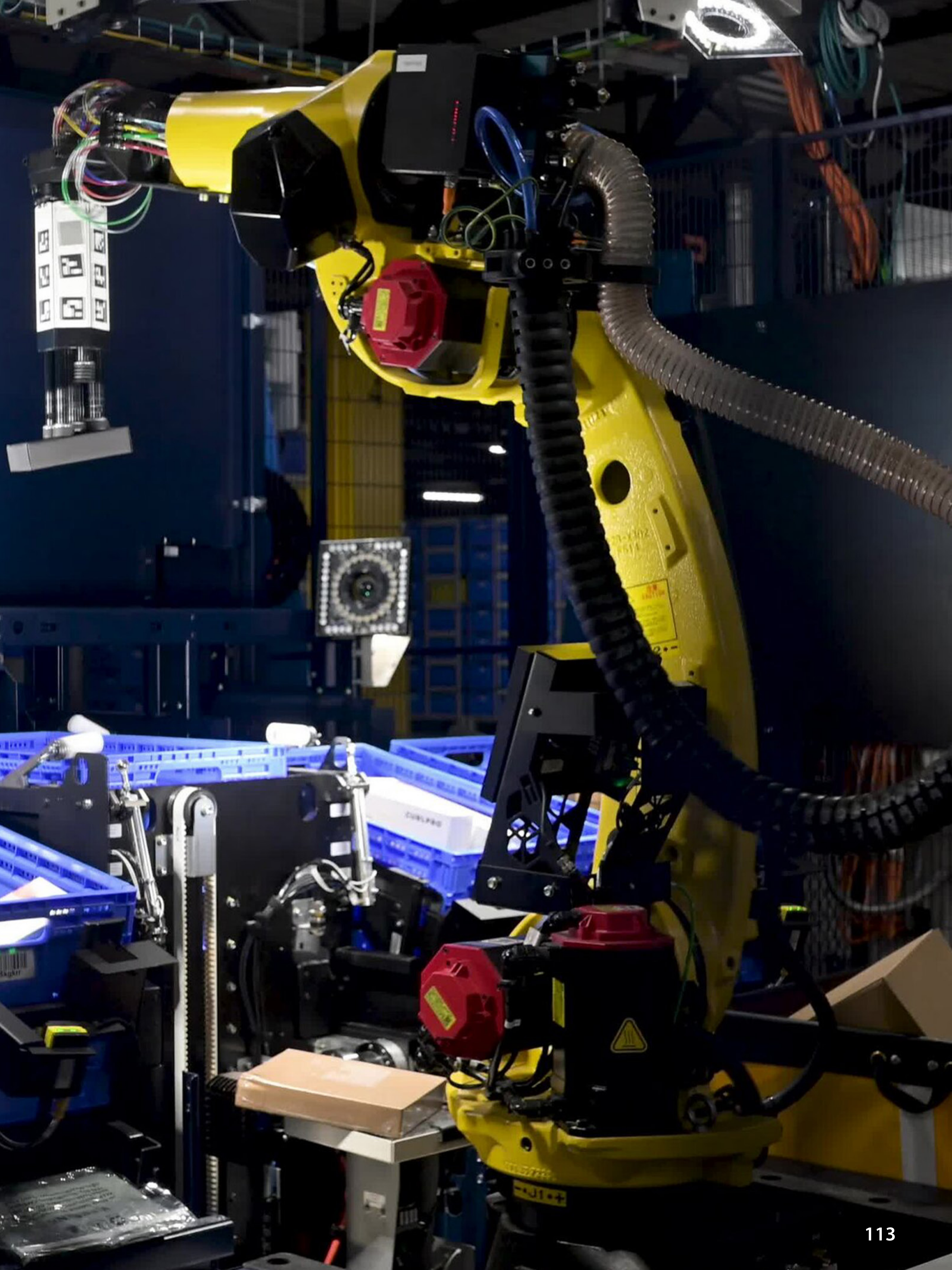
This transformation, though technologically inevitable, introduces complex political and regulatory challenges. Lawmakers are already examining how automation could reshape employment patterns, with some states considering new frameworks to encourage worker retraining or impose automation taxes to offset labor displacement. Amazon's vast scale ensures it will be at the center of those discussions, potentially facing new scrutiny over the social consequences of its cost-saving strategies.

THE FUTURE OF AUTOMATION AND AMAZON'S ROLE IN IT

The company's public communications have begun to reflect the sensitivity of this transition. Amazon executives have increasingly replaced terms like "automation" and "AI-driven operations" with softer phrasing such as "advanced technology" and "collaborative robotics." The rhetorical shift underscores the balance Amazon is trying to strike—projecting innovation without fueling anxiety about mass job losses.

Analysts view this as part of a calculated public-relations strategy designed to ease both internal and external reactions. Inside warehouses, morale and retention could suffer if employees perceive automation purely as a threat. Externally, policymakers and the public are watching closely to see whether Amazon's automation wave leads to regional economic strain or measurable workforce reskilling programs.

Despite the risks, Amazon's commitment to automation appears irreversible. The company's business model depends on scale, speed, and efficiency—factors that robotics and AI are uniquely equipped to enhance. The next decade will reveal whether this transformation can maintain Amazon's growth while redefining its role as an employer in the modern economy.



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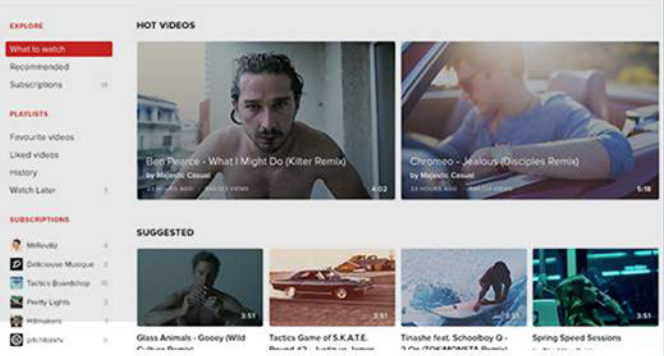

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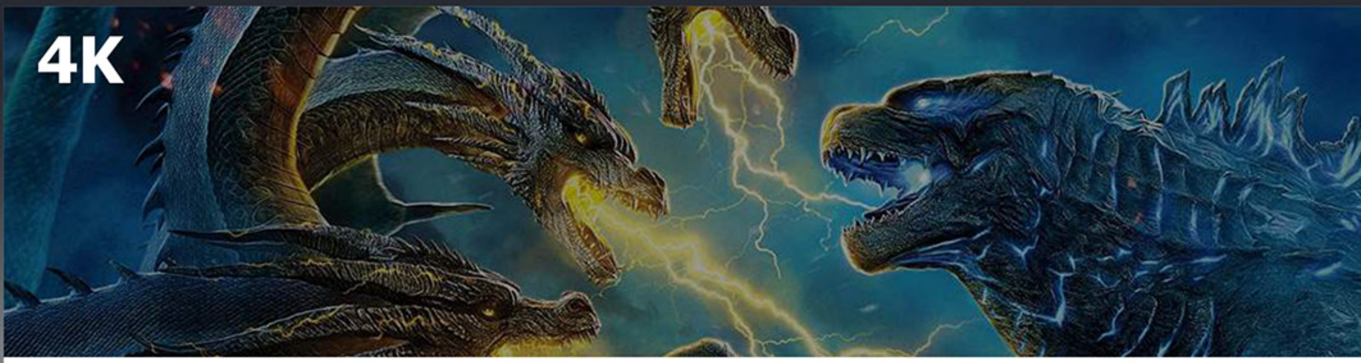

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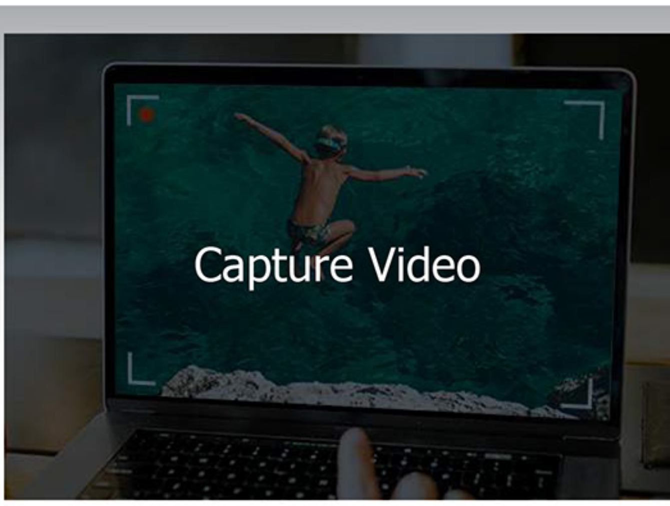

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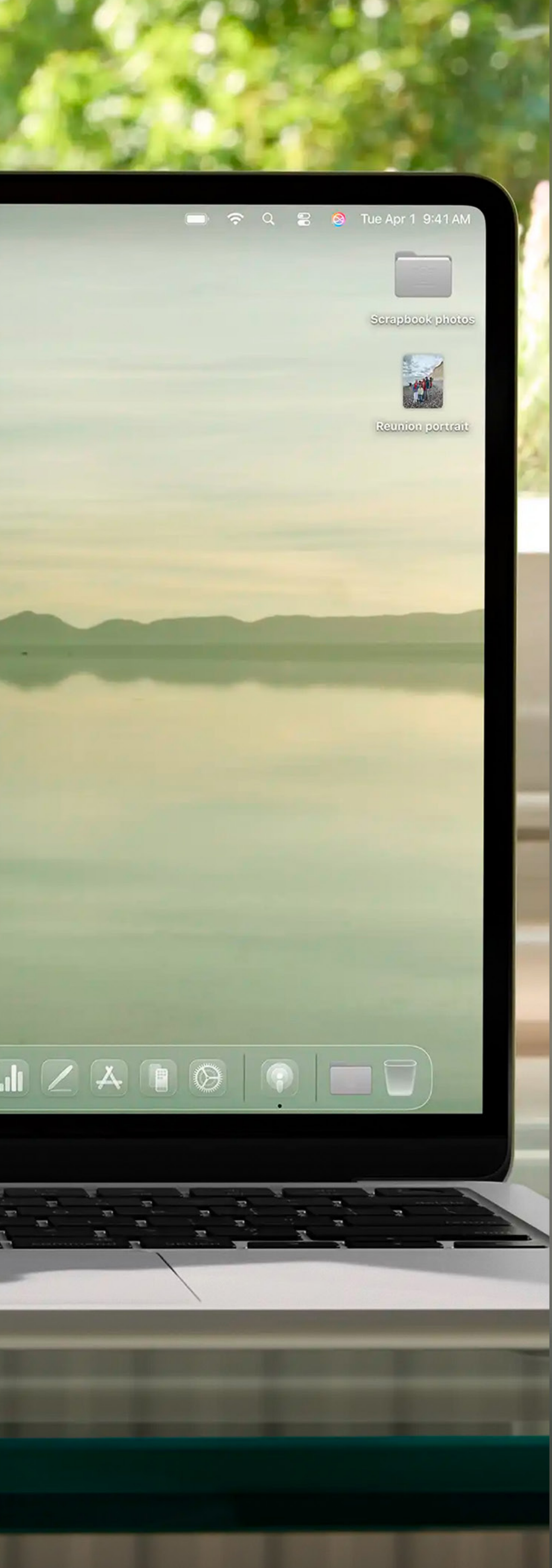
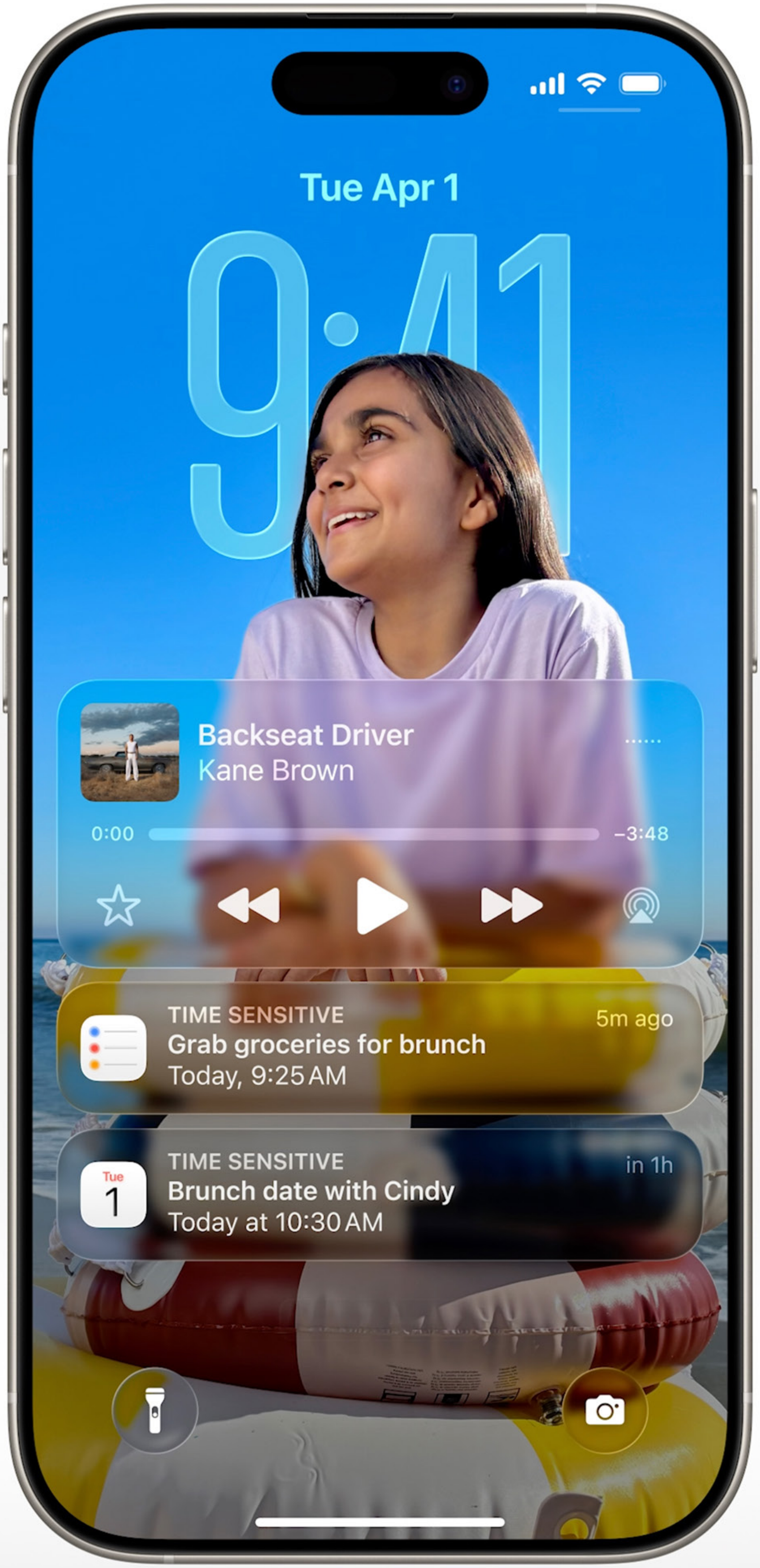


APPLE GIVES USERS CONTROL OVER LIQUID GLASS TRANSPARENCY IN IOS 26.1

Apple's next iOS update introduces one of the most requested interface refinements of the year: a new setting that lets users adjust the transparency and tint intensity of the system's "Liquid Glass" design language. Available with **iOS 26.1**, **iPadOS 26.1**, and **macOS 26.1**, the feature gives users direct control over how translucent or opaque the operating system appears, addressing feedback about legibility and personalization that emerged following iOS 26's visual redesign.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The new option, located under *Settings > Display & Brightness* on iPhones and iPads (and *System Settings > Appearance* on Macs), introduces two interface modes: **Clear**, which retains the default transparent style, and **Tinted**, which increases opacity and contrast across navigation bars, control sheets, and widgets. The effect extends system-wide—impacting lock screens, notifications, and even multitasking overlays. With the new toggle, Apple gives users a subtle yet powerful way to customize how depth and translucency interact with background images and wallpaper.

FROM AESTHETIC EXPERIMENT TO CUSTOMIZABLE DESIGN LANGUAGE

The Liquid Glass design was introduced with iOS 26 as a defining visual shift for Apple's ecosystem, replacing static frosted panels with dynamic layers that respond to light, motion, and wallpaper color. Inspired by physical materials like polished glass and anodized aluminum, the interface sought to convey depth and fluidity through light refraction and transparency gradients.

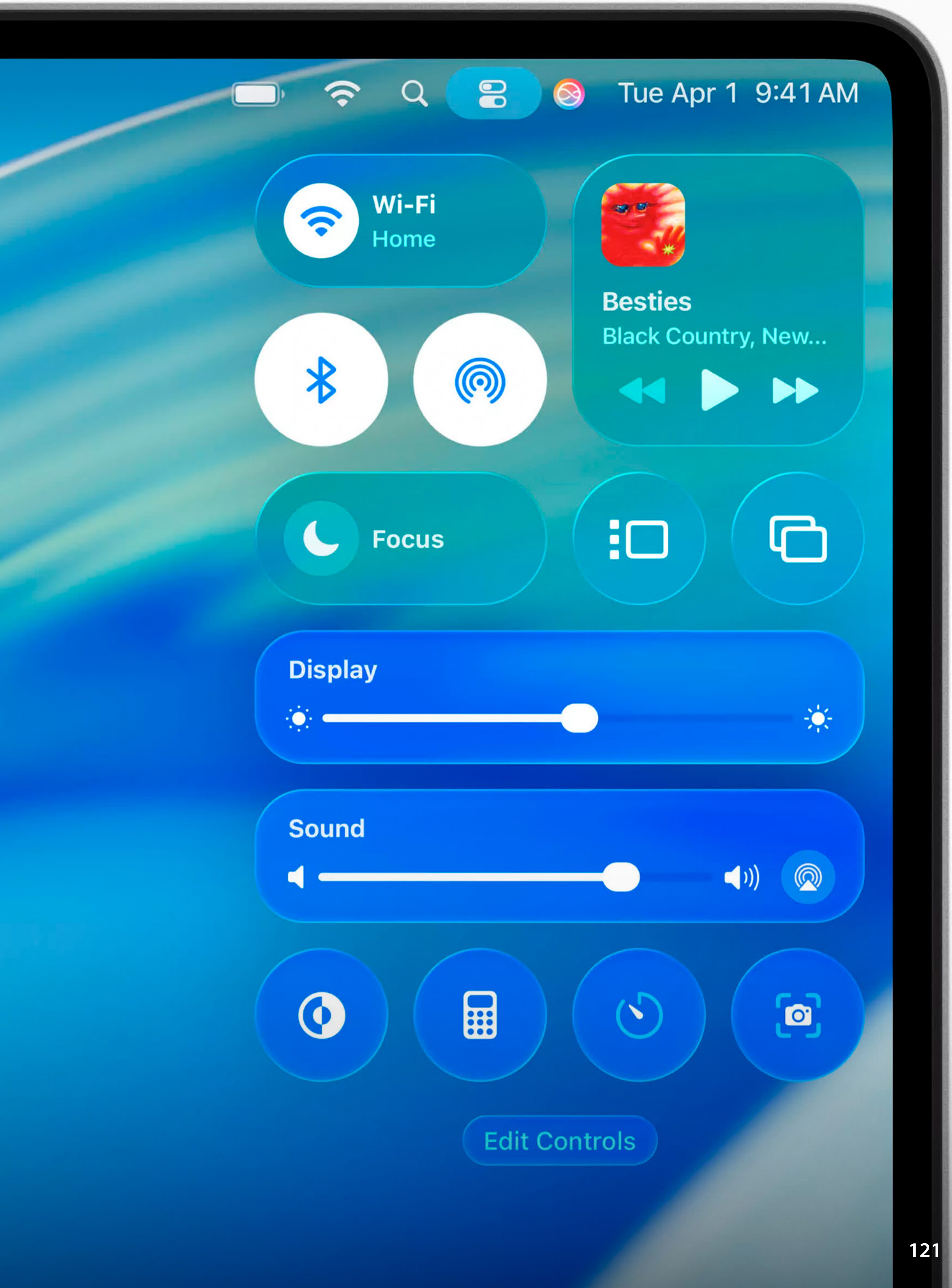
While the style earned praise for its artistic sophistication, early adopters also voiced concerns about usability. In brightly lit environments or with complex wallpapers, the transparency made text and icons harder to distinguish. Users with accessibility needs—particularly those sensitive to contrast or motion—found the continuous translucency visually demanding. Apple's design teams, known for balancing visual boldness with functional precision, responded by developing a toggle that allows users to dial the effect up or down based on preference.

This approach marks a return to Apple's long-standing design philosophy of adaptive simplicity. Rather than revert to flatter visuals, Apple has opted to give users agency over visual intensity. The change transforms Liquid Glass from a static aesthetic choice into a customizable experience, acknowledging that beauty in interface design must coexist with comfort and accessibility.

BALANCING STYLE, PERFORMANCE, AND ACCESSIBILITY

The inclusion of a transparency toggle also signals Apple's sensitivity to how performance and battery life intersect with design. The Tinted mode reduces system rendering load by simplifying layered translucency effects, which could improve efficiency on older devices. This change may have practical benefits for users who prefer smoother performance or reduced visual strain during prolonged use.

Apple's accessibility team reportedly collaborated closely with interface designers to ensure the feature aligns with the company's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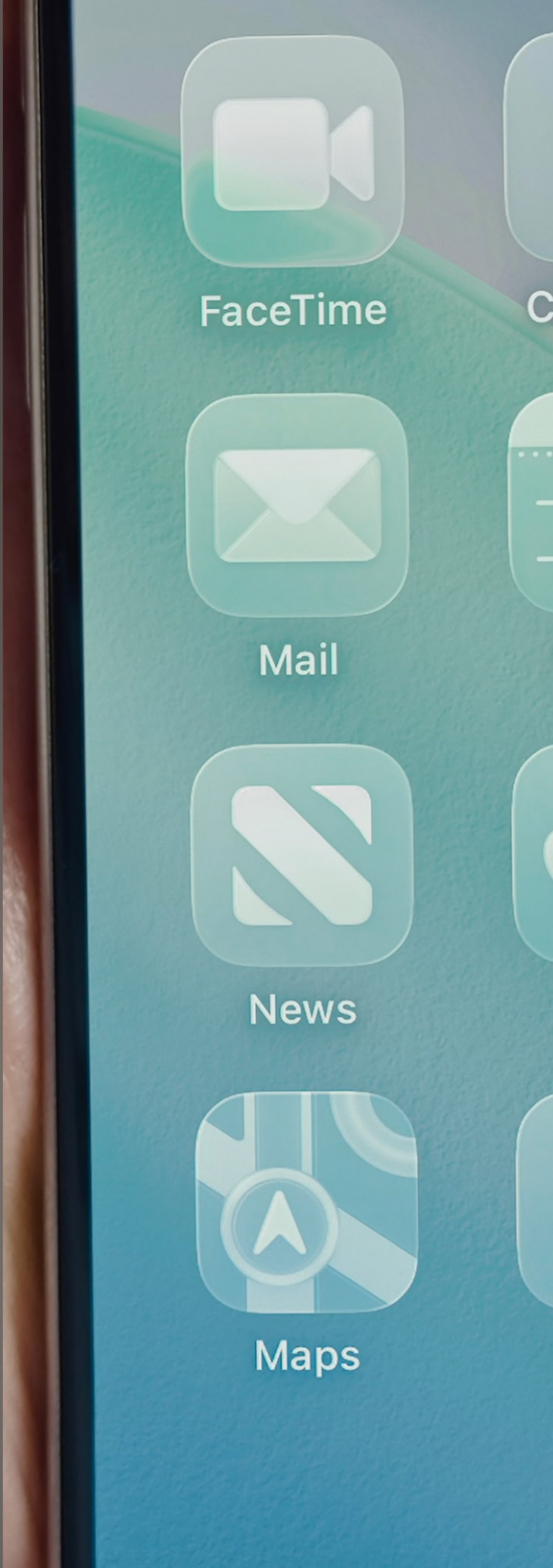
broader Accessibility framework. Under the Tinted mode, text contrast automatically increases and system animations subtly decelerate, complementing other options like *Reduce Transparency* and *Increase Contrast*. The feature doesn't replace those settings but instead bridges the gap between aesthetic customization and functional accessibility.

Developers, too, are likely to adapt. With two distinct interface modes available, third-party apps will need to ensure visual consistency regardless of the user's choice. Apple's Human Interface Guidelines are expected to include new recommendations for maintaining contrast levels and compositional harmony between app layers and backgrounds.

A SMALL CHANGE THAT REFLECTS A BIGGER SHIFT

Although modest on the surface, the addition of the Liquid Glass toggle underscores a broader evolution in Apple's software design philosophy. In recent years, the company has leaned into personalization—not through radical redesigns, but through user-driven nuance. The ability to modify color palettes, lock-screen widgets, and typography settings already gives users more creative control over their devices. The transparency adjustment continues that trend, extending personalization into the very texture of the operating system.

This change also arrives at a time when Apple's ecosystem is becoming more unified across platforms. The same visual language now extends from iPhone and iPad to Mac and even Vision Pro, where the Liquid Glass aesthetic gains physical depth through spatial computing.



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Consistency across these devices ensures users experience familiar cues—reflections, highlights, and diffusion patterns—that define the Apple interface as distinct from any other ecosystem.

By offering choice within that framework, Apple is subtly shifting its relationship with users from designer to collaborator. The company remains faithful to its design DNA but shows new flexibility in how people engage with it. Instead of dictating what beauty should look like, Apple now invites users to decide what feels right for them.

As iOS 26.1 rolls out later this fall, the toggle may seem like a small addition, but it signals something much larger: an Apple increasingly willing to merge aesthetics and empathy, proving that the most elegant technology is the one that adapts to the person using it.

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YOUTUBE LAUNCHES AI LIKENESS DETECTION TO FIGHT DEEPFAKES AND IDENTITY MISUSE

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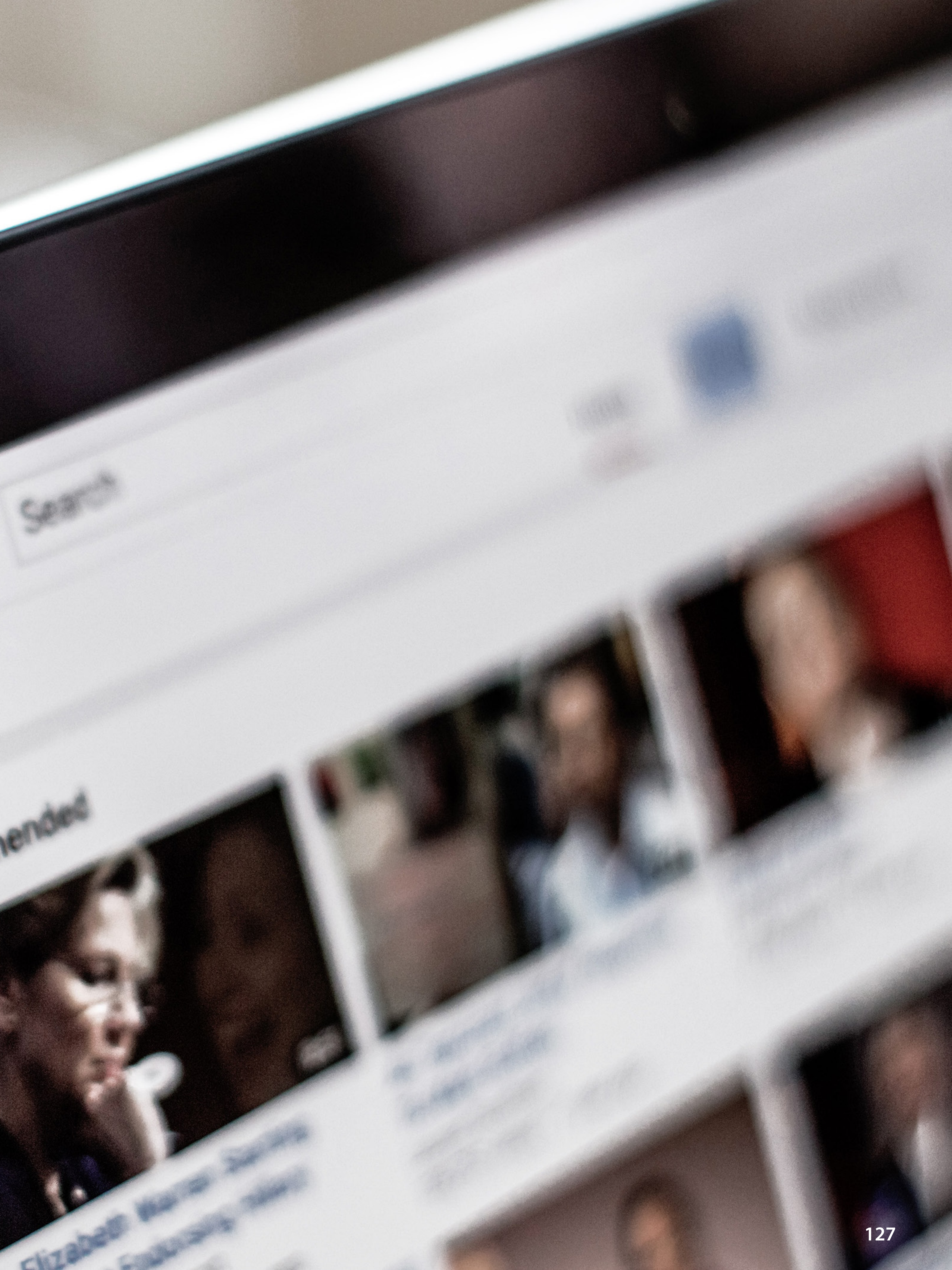
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YouTube has unveiled an AI likeness detection tool designed to protect creators from unauthorized use of their face or voice in AI-generated videos. The feature represents one of the platform's most significant steps yet in addressing the rapid rise of deepfakes and synthetic content that imitate real people without consent. Initially rolling out to verified creators under the YouTube Partner Program, the system aims to restore a sense of authenticity and accountability to the video-sharing ecosystem.

The new feature arrives amid escalating concerns across the industry about how artificial intelligence can replicate likenesses with near-photorealistic precision. By enabling creators to confirm their identity and flag manipulated videos, YouTube is effectively positioning itself as an early adopter of defensive AI tools in a space increasingly defined by synthetic media and misinformation.

HOW YOUTUBE'S NEW DETECTION SYSTEM OPERATES

At its core, the likeness detection system allows creators to formally verify themselves through YouTube Studio. Once verified, creators can opt into continuous monitoring, where machine-learning algorithms scan the platform for videos that may feature manipulated appearances or voices resembling them. When a potential match is detected, YouTube notifies the creator through the "Likeness" dashboard, listing the video, uploader, and performance metrics such as views and engagement.

From there, creators can choose whether to request removal, submit a copyright claim, or

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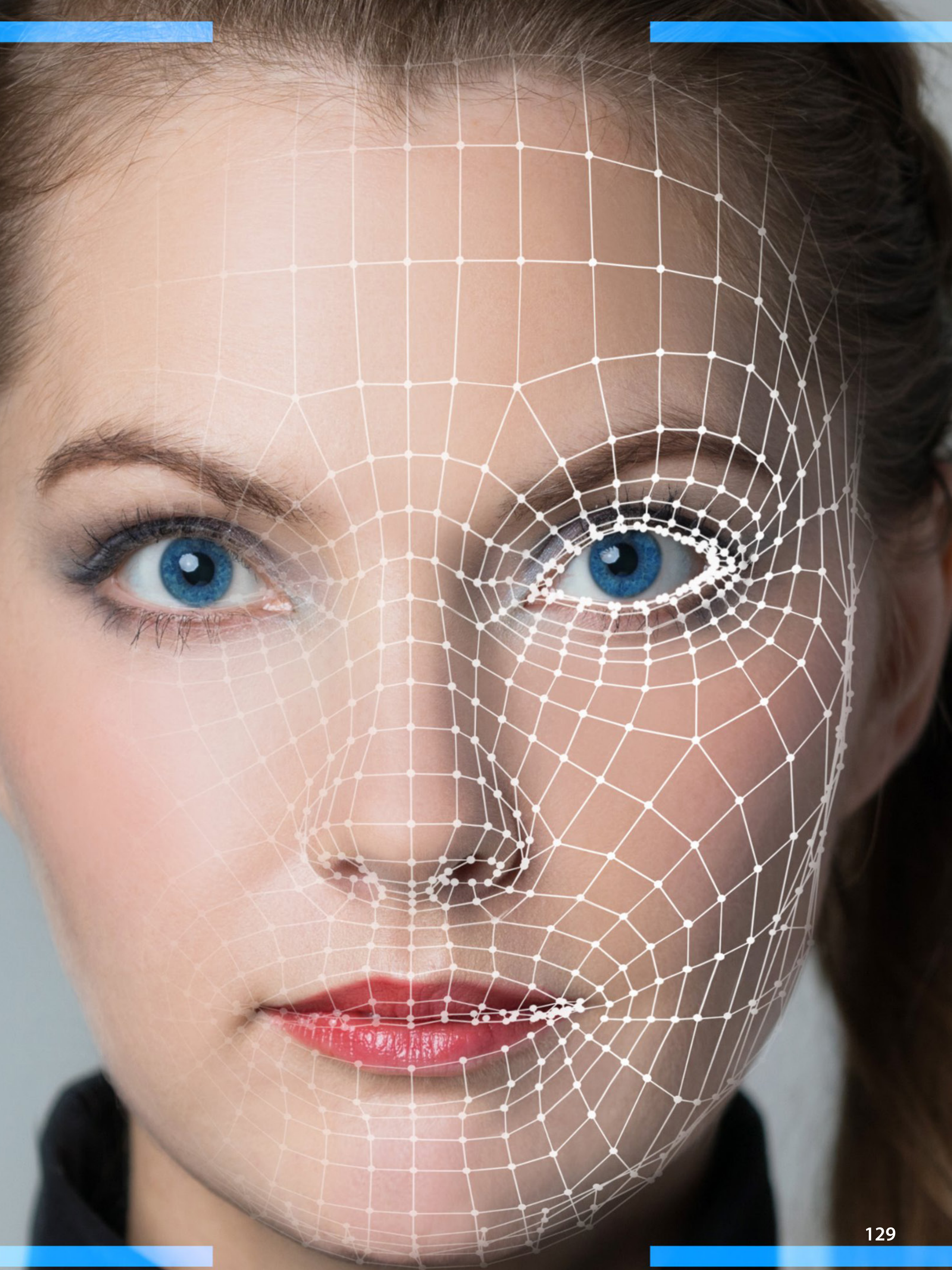


YouTube
Home
My channel
Trending
Subscriptions

report the content for impersonation under YouTube’s synthetic media policies. In the pilot phase, detection will be limited to a subset of high-risk accounts—primarily creators with large followings or public figures most likely to be targeted. The company plans to expand access throughout 2026 once detection precision improves and global privacy frameworks are aligned.

The tool relies on multimodal AI that analyzes both facial geometry and vocal characteristics. Unlike traditional fingerprinting technologies, it can identify synthetic alterations such as cloned speech or morphing—techniques that have become common in generative video production. Early testers have reported detection accuracy above 90 percent for direct impersonations, although performance varies depending on lighting, language, and audio quality.

THE STRATEGIC CONTEXT BEHIND YOUTUBE’S MOVE

YouTube’s new system comes as deepfake incidents surge across platforms—from celebrity voice-overs to political misinformation and unauthorized commercial impersonations. The company has faced mounting regulatory scrutiny, particularly in the European Union, where digital content laws now require platforms to provide mechanisms for users to contest or remove manipulated media. By implementing proactive detection, YouTube seeks to get ahead of compliance deadlines and reinforce trust among creators and advertisers.

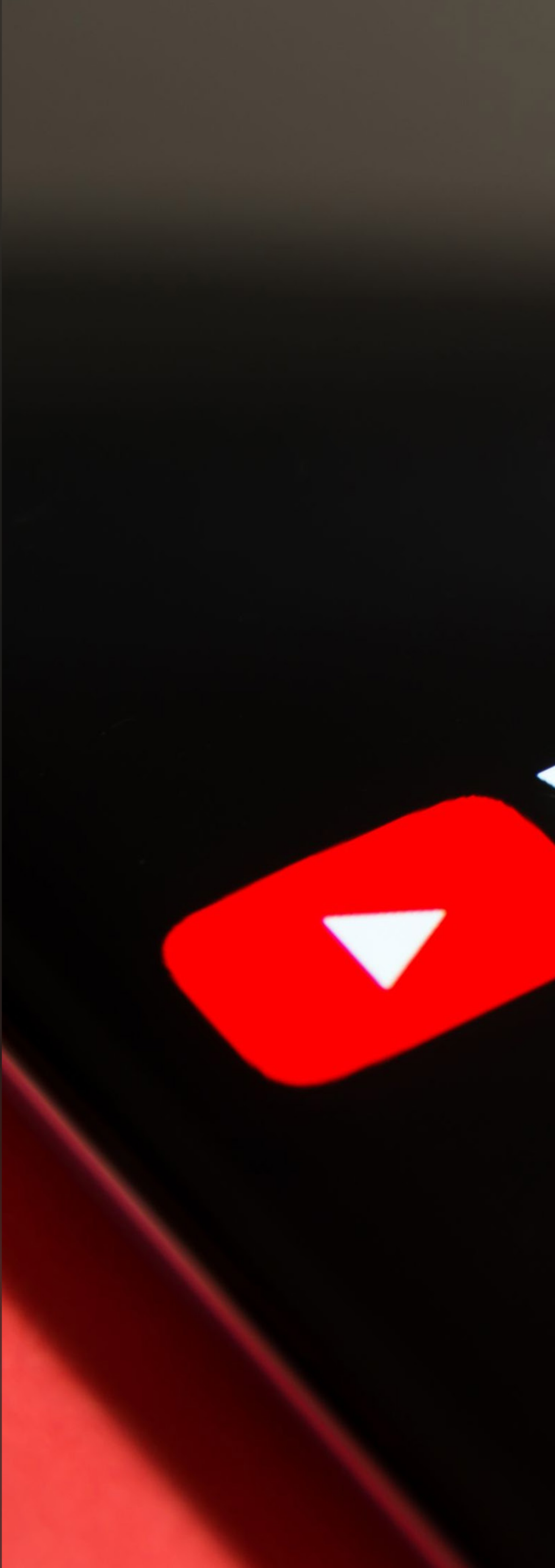
The move also responds to growing anxiety among creators whose reputations and monetization channels have been jeopardized by deepfake content. For influencers, musicians, and educators who rely on YouTube as a primary revenue stream, unauthorized synthetic videos can confuse audiences and erode brand partnerships. With likeness detection, creators regain visibility into where and how their image or voice is being replicated, while maintaining autonomy over whether flagged material should remain online.

YouTube executives have framed the tool not merely as content moderation but as identity protection—a distinction that underscores the platform's recognition that AI poses reputational as well as informational risks. The company emphasized that it will not penalize parody, commentary, or transformative art that uses synthetic likenesses within established fair-use boundaries, provided such videos are clearly labeled as AI-generated.

WHAT IT MEANS FOR CREATORS AND THE INDUSTRY AT LARGE

The introduction of likeness detection represents a broader shift in how major platforms approach authenticity in the age of generative AI. Until now, creators were largely responsible for policing impersonations and submitting takedown requests manually—a process that often proved ineffective once cloned material spread across accounts and mirrors. Automating the discovery process transforms that dynamic, allowing creators to focus on production rather than defense.

For YouTube, the rollout signals a deeper strategic pivot toward machine-learning tools that



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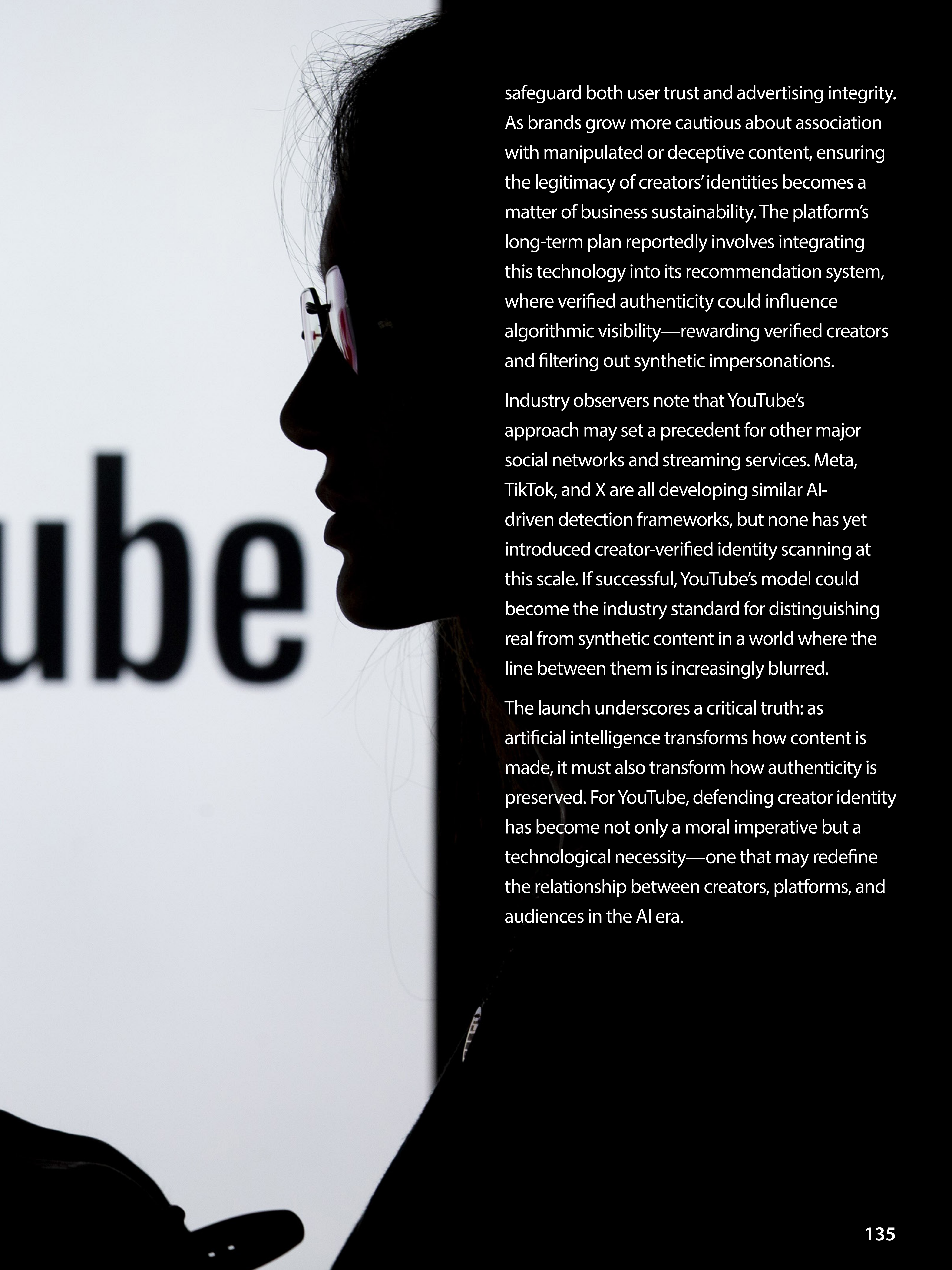
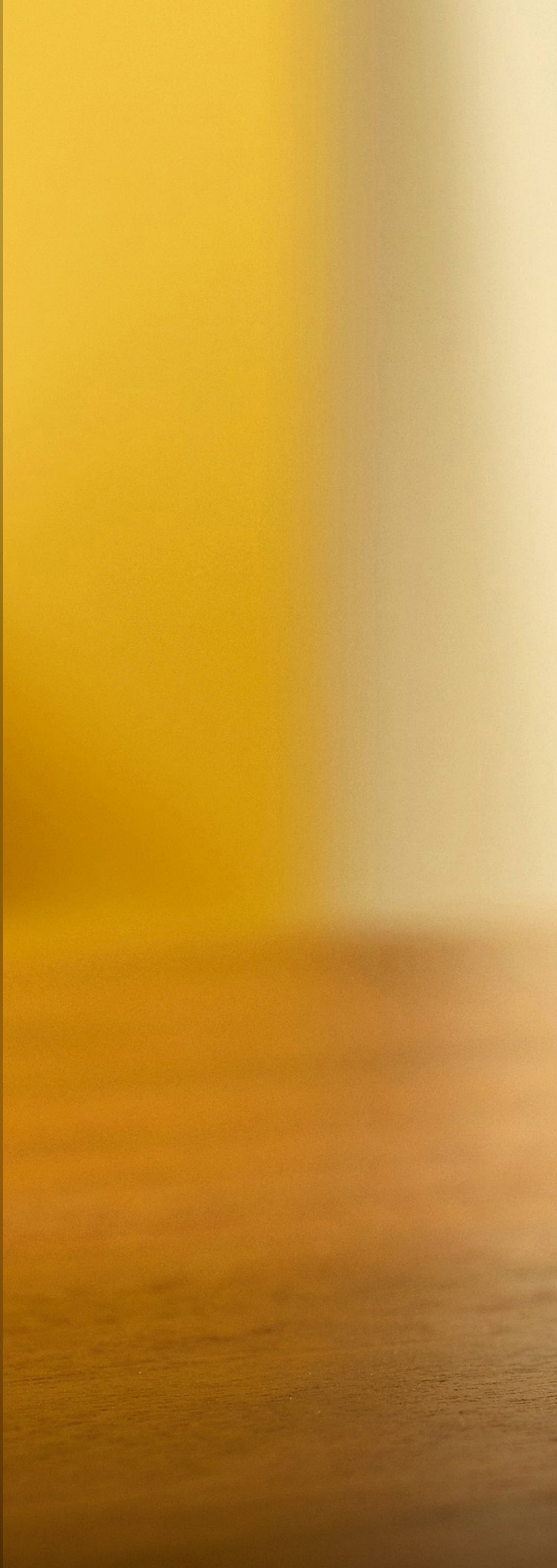


safeguard both user trust and advertising integrity. As brands grow more cautious about association with manipulated or deceptive content, ensuring the legitimacy of creators' identities becomes a matter of business sustainability. The platform's long-term plan reportedly involves integrating this technology into its recommendation system, where verified authenticity could influence algorithmic visibility—rewarding verified creators and filtering out synthetic impersonations.

Industry observers note that YouTube's approach may set a precedent for other major social networks and streaming services. Meta, TikTok, and X are all developing similar AI-driven detection frameworks, but none has yet introduced creator-verified identity scanning at this scale. If successful, YouTube's model could become the industry standard for distinguishing real from synthetic content in a world where the line between them is increasingly blurred.

The launch underscores a critical truth: as artificial intelligence transforms how content is made, it must also transform how authenticity is preserved. For YouTube, defending creator identity has become not only a moral imperative but a technological necessity—one that may redefine the relationship between creators, platforms, and audiences in the AI era.

APPLE TV AND PEACOCK UNVEIL JOINT STREAMING BUNDLE AS APPLE REBRANDS ITS PLATFORM



Apple and NBCUniversal have officially launched their long-rumored streaming partnership, bringing Apple TV—now the unified identity for Apple's entertainment platform—and Peacock Premium together in a discounted bundle. The new offer arrives at a pivotal moment for both companies, who are reshaping their streaming strategies around consolidation, brand clarity, and cross-platform value.

peac

The bundle, priced at $14.99 per month, grants access to Apple TV's full slate of originals and Peacock's expansive catalog of network shows, films, and live sports. A premium version with Peacock Premium Plus—which removes ads and allows offline viewing—costs $19.99 per month. Available starting this week in the United States, the deal underscores Apple's ongoing push to grow its entertainment footprint while making its content ecosystem more seamless and recognizable to subscribers.

APPLE TV'S REBRAND SIGNALS A NEW ERA OF STREAMING STRATEGY

The rollout coincides with Apple's global rebranding of Apple TV+ under the simpler, unified name Apple TV. The change reflects the company's broader strategy to integrate all entertainment experiences—originals, channels, live events, and partner services—into one destination. What was once "Apple TV+" as a subscription tier is now part of the redefined Apple TV platform, which includes its award-winning original productions alongside licensed and partner content.

This transition marks the next chapter in Apple's evolution from boutique streaming service to full-scale entertainment brand. Since its 2019 debut, Apple TV has expanded beyond its early focus on premium, limited-series storytelling to a curated ecosystem blending prestige originals, third-party films, and exclusive live sports. The service's design remains distinct from traditional streaming rivals—emphasizing quality, artistic vision, and tightly curated partnerships over sheer quantity.

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The bundle with Peacock reinforces that identity. Rather than attempting to match Netflix's scale, Apple continues to double down on premium collaborations. Its catalog now includes Apple Originals like Silo, Severance, and Masters of the Air, alongside new partnerships that bring independent films, global series, and sports programming under the same user experience.

SPORTS EXPANSION AND THE FORMULA 1 PARTNERSHIP

The timing of this new streaming alliance also aligns with Apple's expanding investment in live sports—a segment long dominated by traditional networks. Following its existing deals with Major League Soccer and MLB's "Friday Night Baseball," Apple recently announced a multiyear agreement with Formula 1 to stream live races and behind-the-scenes programming directly through Apple TV.

This partnership positions Apple as a serious player in global sports broadcasting, offering high-fidelity streaming and immersive viewing technology that leverages the company's hardware ecosystem. Viewers can expect synchronized real-time statistics, multi-angle replays, and integration with Vision Pro for spatial viewing experiences.
By including Peacock's extensive sports library—ranging from the Premier League to the Olympics—Apple effectively broadens its sports portfolio overnight.

The move also places the new Apple TV and Peacock bundle in direct competition with Amazon's sports-centric Prime Video offering and Disney's ESPN integrations. For fans, it represents a more unified way to access live events without juggling multiple standalone subscriptions.

REDEFINING STREAMING VALUE THROUGH PARTNERSHIPS

Beyond sports, the Apple TV–Peacock collaboration represents a strategic pivot in the streaming landscape. With subscriber growth plateauing industry-wide, content companies are prioritizing retention and differentiation over raw expansion. Bundling allows both Apple and NBCUniversal to reduce churn while expanding perceived value for consumers.

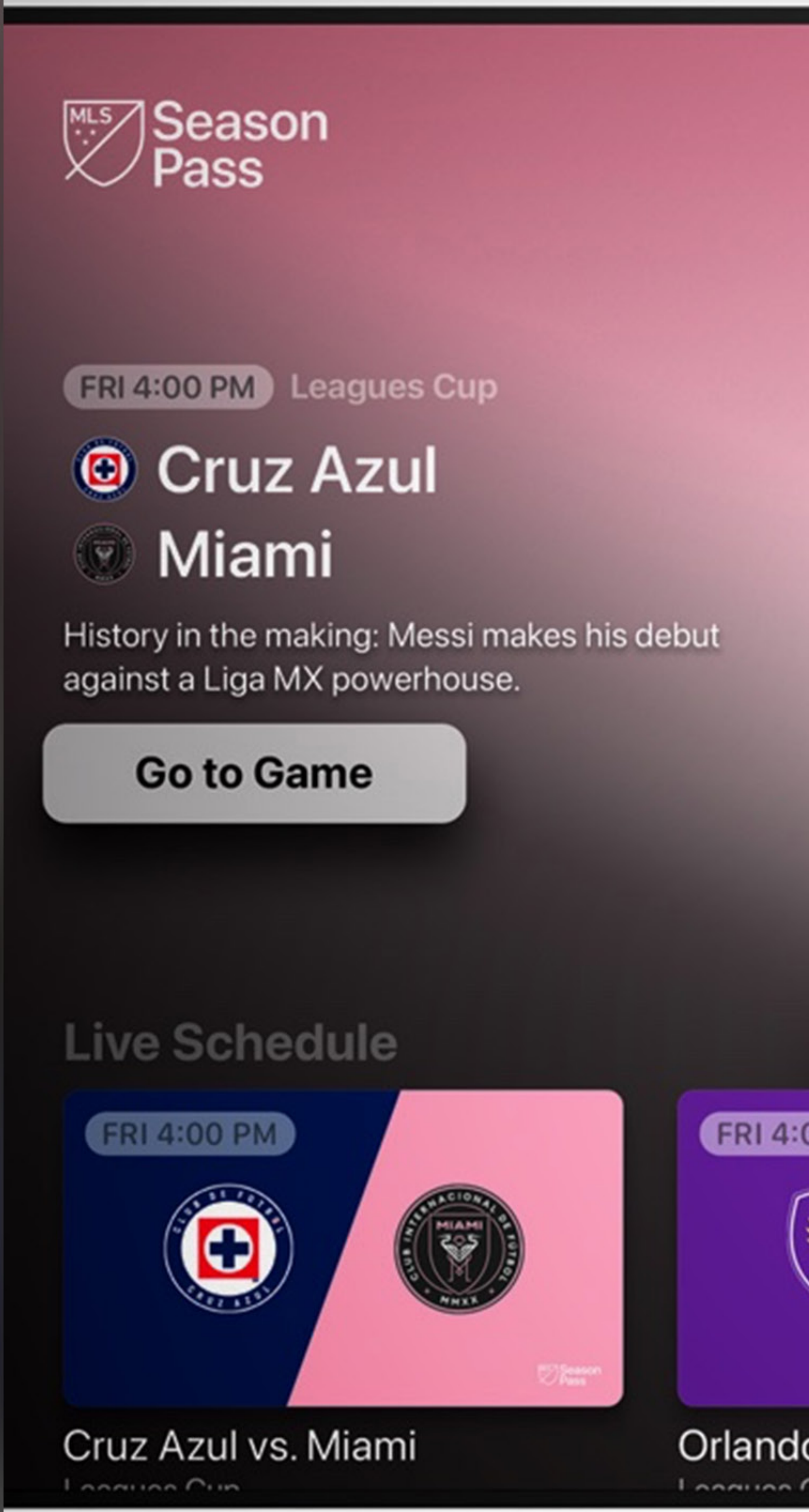
NBCUniversal gains access to Apple's high-end hardware ecosystem and the global reach of its distribution channels, while Apple gains from Peacock's deep catalog of mainstream entertainment—from The Office and Yellowstone to NBC's extensive library of late-night shows and blockbusters. Both sides benefit from cross-promotion within their apps, with users seamlessly sampling content from the other platform through integrated recommendations.

For Apple, this partnership continues a long-term pattern of collaboration that distinguishes its entertainment strategy. Over the past six years, Apple has steadily built relationships with independent studios, major distributors, and creative producers to develop a catalog that feels exclusive without being insular. Its partnerships have brought critically acclaimed films like Killers of the Flower Moon, Napoleon, and CODA—the latter securing Apple's first Academy Award for Best Picture.

Peacock, meanwhile, gains an opportunity to elevate its brand perception by aligning with Apple's premium identity. The integration also enhances discoverability for its flagship content and live broadcasts, particularly as the company invests in event-driven programming around sports, reality competitions, and unscripted series.

Together, Apple and NBCUniversal are betting that simplicity and value—rather than an endless library—will define the next phase of the streaming wars. Their joint approach marks a return to the essentials: curation, quality, and accessibility across every device.

APPLE EXPANDS MLS PLAYOFF ACCESS TO ALL APPLE TV SUBSCRIBERS


Season Pass
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Live Schedule
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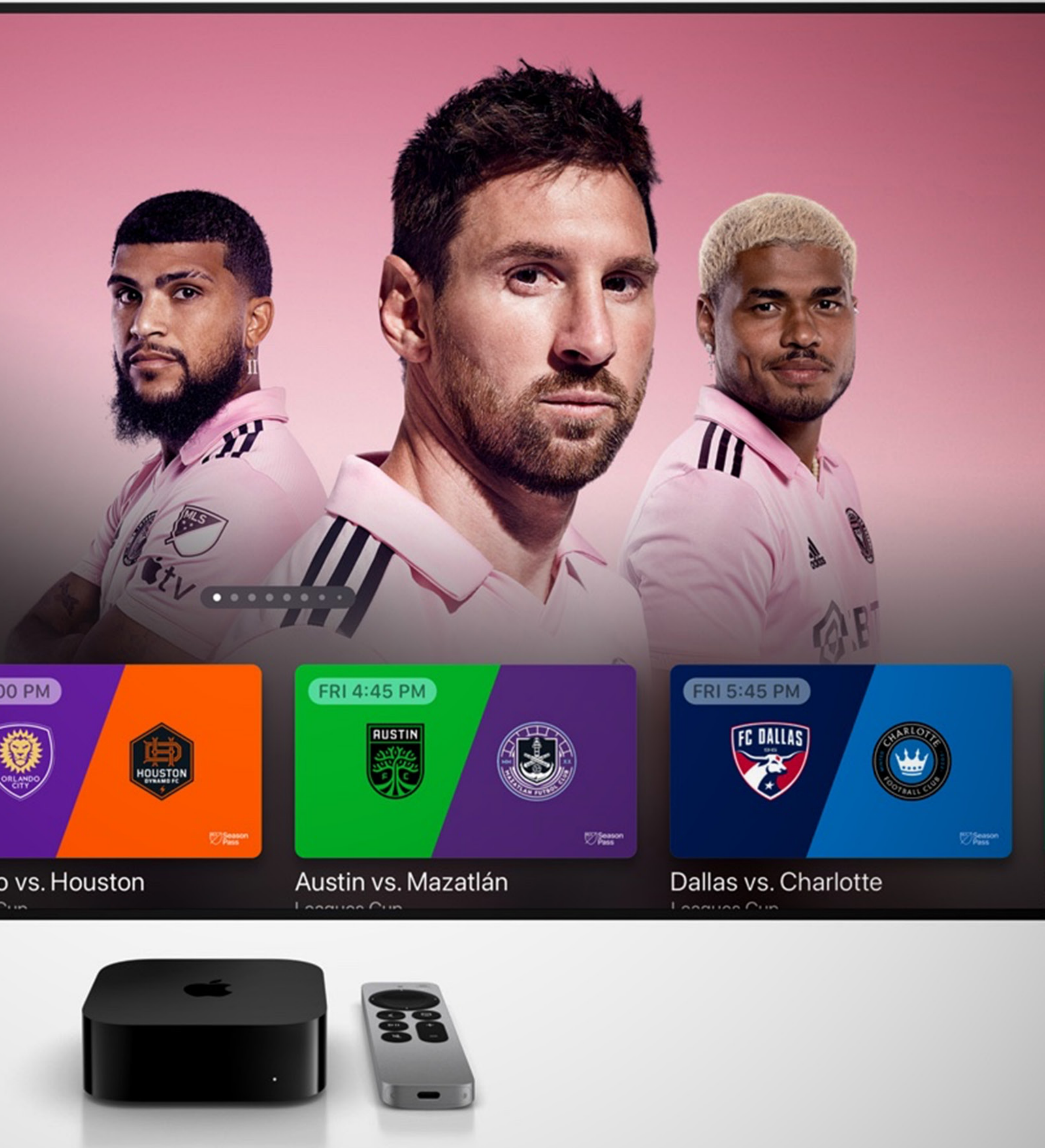
Cruz Azul vs. Miami

History in the making: Messi makes his debut against a Liga MX powerhouse.

Apple has opened live streaming of all Major League Soccer playoff matches to every Apple TV subscriber, marking a pivotal expansion of its sports broadcasting strategy. Until now, access to postseason games was restricted to MLS Season Pass holders—a separate subscription introduced under Apple's landmark ten-year partnership with the league. The change means that, for the first time, the entire playoff series will be available to Apple TV users worldwide without additional cost or paywalls.

The decision underscores Apple's growing ambition to integrate live sports more deeply into its entertainment ecosystem. By lifting restrictions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at a decisive point in the season, the company aims to broaden audience reach, fuel interest in Major League Soccer's postseason, and leverage the energy of playoff matches to strengthen Apple TV's position within the increasingly crowded sports-streaming landscape.

STRATEGIC TIMING AND THE SHIFT IN APPLE'S SPORTS APPROACH

Apple's decision comes as it continues to refine its global sports portfolio, which now spans exclusive MLS broadcasting rights and an expanding catalog of sports documentaries, behind-the-scenes programming, and upcoming Formula 1 coverage. The move to make playoff matches freely accessible within Apple TV aligns with the company's new strategy of mass exposure over incremental fees, especially during high-profile events that can attract broader audiences.

The MLS Season Pass, first launched in early 2023, remains Apple's most ambitious sports partnership to date—a decade-long deal valued at roughly $2.5 billion. While the pass has been praised for its production quality and global reach, its adoption plateaued among casual viewers who hesitated to pay an additional fee for matches beyond the regular subscription. Apple's decision to open the playoffs to all subscribers effectively transforms postseason coverage into a large-scale promotional campaign, one that showcases the streaming quality and on-air experience of the service without barriers.

For Major League Soccer, the timing is critical. The league is seeking to expand its global footprint and strengthen its fan base following an era of investment in young international stars and new

franchises. Offering free access to playoff matches could accelerate viewership growth, attract new sponsors, and solidify Apple's role as the exclusive digital broadcaster of the league's content.

IMPACT ON FANS AND THE STREAMING LANDSCAPE

For viewers, the benefit is immediate: every Apple TV subscriber can now tune in to live and on-demand MLS playoff coverage without upgrading to a higher-tier package. The simplification of access eliminates confusion surrounding pricing and subscriptions, ensuring that fans can follow their teams through the postseason seamlessly. It also brings soccer into the spotlight for millions of Apple TV Plus users who may have previously bypassed the service's sports content.

Industry analysts view the change as a strategic experiment in sports distribution. By prioritizing audience growth over short-term subscription revenue, Apple is testing whether exposure and engagement during high-profile matches can drive retention and brand loyalty across its entertainment ecosystem. Similar tactics have been observed in the music and gaming industries, where free access to premium experiences often leads to higher conversion rates and sustained engagement.

The ripple effect could extend across the sports-streaming sector. Competing platforms like Amazon Prime Video, Peacock, and Paramount Plus have experimented with temporary free access or discounted tiers, but Apple's move integrates the model directly into its broader subscription base. In doing so, Apple blurs the line between entertainment and live sport, positioning

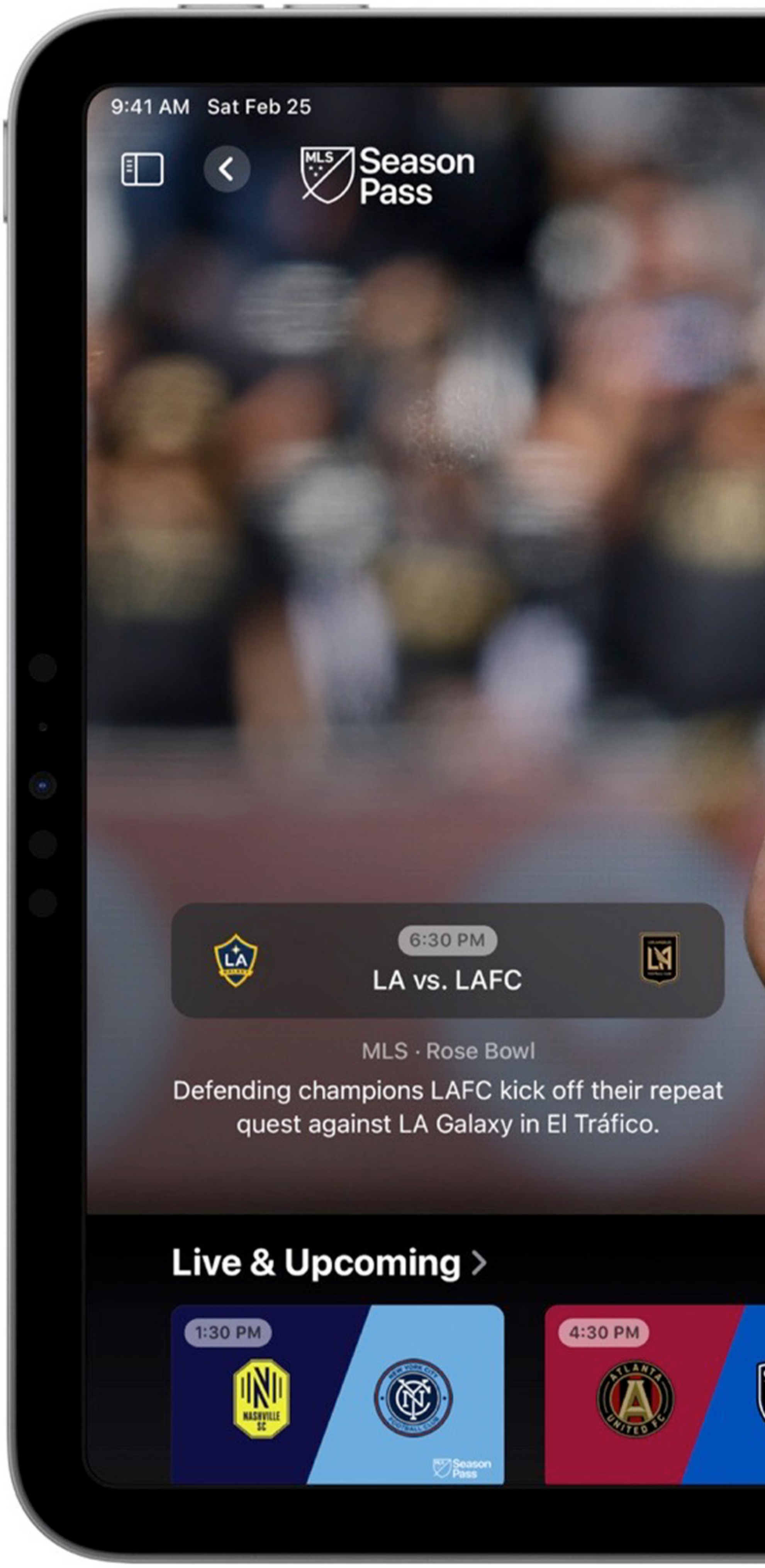
Apple TV not merely as a content library but as a gateway to real-time cultural events.

A PREVIEW OF APPLE'S LONG-TERM SPORTS STRATEGY

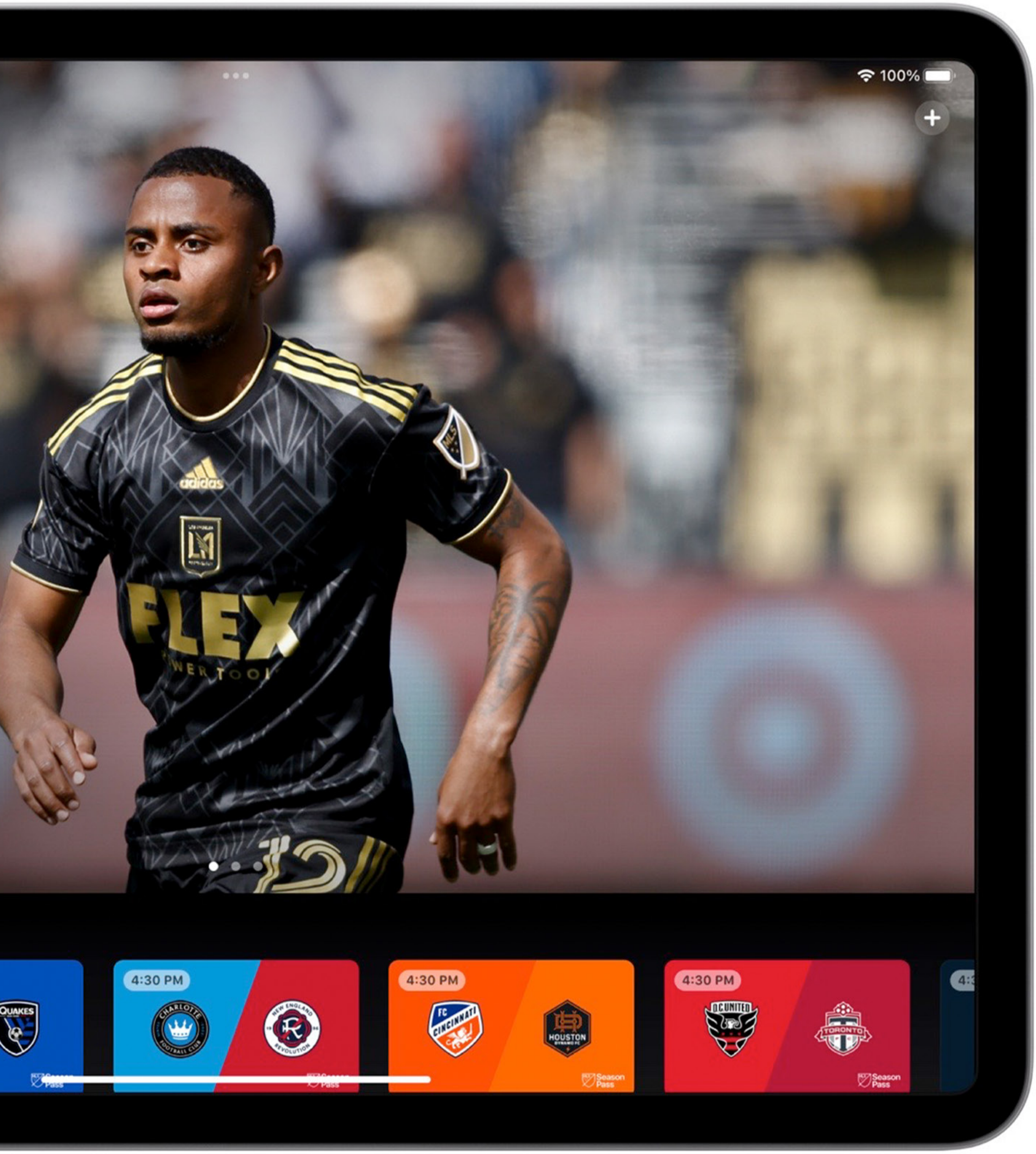
The expansion of MLS playoff coverage offers a glimpse into Apple's long-term vision for sports as a core pillar of its media ecosystem. With the company preparing to debut exclusive Formula 1 coverage in 2026, and exploring additional rights in basketball and global football, Apple appears intent on building a unified platform where sports, music, films, and interactive experiences coexist under one digital umbrella.

This unified approach aligns with Apple's broader business trajectory. As iPhone and hardware sales stabilize, the company's services division has become its fastest-growing revenue stream—reaching record highs in 2025. Sports, in particular, represent a strategic gateway for attracting younger and more globally diverse audiences. By showcasing MLS playoff matches to a worldwide subscriber base, Apple reinforces its commitment to accessibility while cultivating a sense of community around its streaming ecosystem.

For soccer fans, the change transforms how the league's most crucial matches are experienced. For Apple, it transforms the way sports are monetized—not through exclusive tiers, but through inclusivity and scale. What was once a niche subscription is now an open invitation, turning the MLS postseason into a showcase for both the sport and Apple's evolving vision of entertainment.



Defending champions LAFC kick off their repeat quest against LA Galaxy in El Tráfico.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REAL MADRID'S "INFINITO" STADIUM VISION: PARTNERING WITH APPLE TO REIMAGINE THE BERNABÉU

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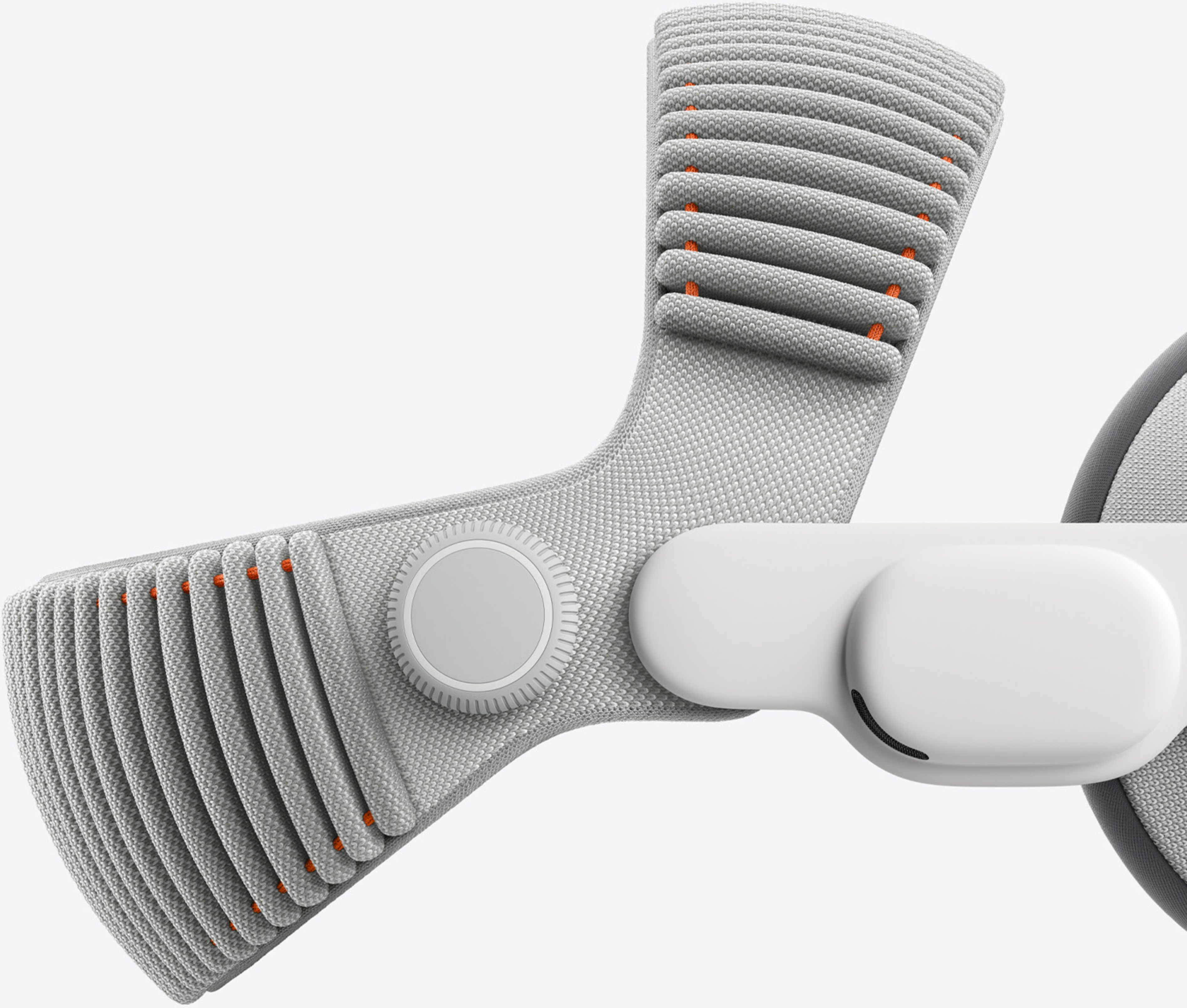
Real Madrid has embarked on an audacious digital-media initiative known internally as the “Bernabéu Infinito”, a concept first publicly introduced by club president Florentino Pérez during the club’s 2024-2025 season assembly. The idea was simple yet far-reaching: enable fans everywhere to experience matches at Santiago Bernabéu as if they were inside the stadium, via virtual reality and advanced capture systems. Apple is cited as the technological partner in this effort, with a pilot phase already underway. Reports detail that for the Champions League match against Juventus, over a hundred cameras—positioned throughout the stadium—were deployed to begin gathering immersive data and define how the venue can become “infinite” in reach.

HOW THE TECHNOLOGY WORKS

Rather than a simple live stream, the Infinito model draws on VR/AR hardware (notably the Apple Vision headset series) along with spatial camera arrays inside the stadium that capture multi-angle, volumetric video data. Users at home would don the headset and be placed in a virtual reconstruction of the Bernabéu, able to shift vantage points—from pitch-side to upper seating rows—not constrained by a fixed broadcast camera. The club envisions a tiered subscription model under this system: fans would pay a premium to access the VR experience, complete with spatial audio via compatible earbuds and integration with Apple’s ecosystem. For Apple, the partnership aligns with its strategic push into spatial computing and immersive media.



FINANCIAL AND STRATEGIC IMPLICATIONS

The benefits for Real Madrid are two-fold. First, the initiative addresses the real limitation of stadium attendance: though the Bernabéu seats around 81,000 fans, the club counts millions of supporters globally. The Infinito experience offers a scalable way to convert virtual viewers into revenue via subscriptions, licensing, and new media formats. Second, it reinforces the club's brand as an innovation leader in sport—an asset for sponsorship, broadcast rights, and premium channel development. For Apple, the project places its hardware and services at the center of a global sports entertainment platform, opening new avenues for Vision hardware adoption and ecosystem stickiness.

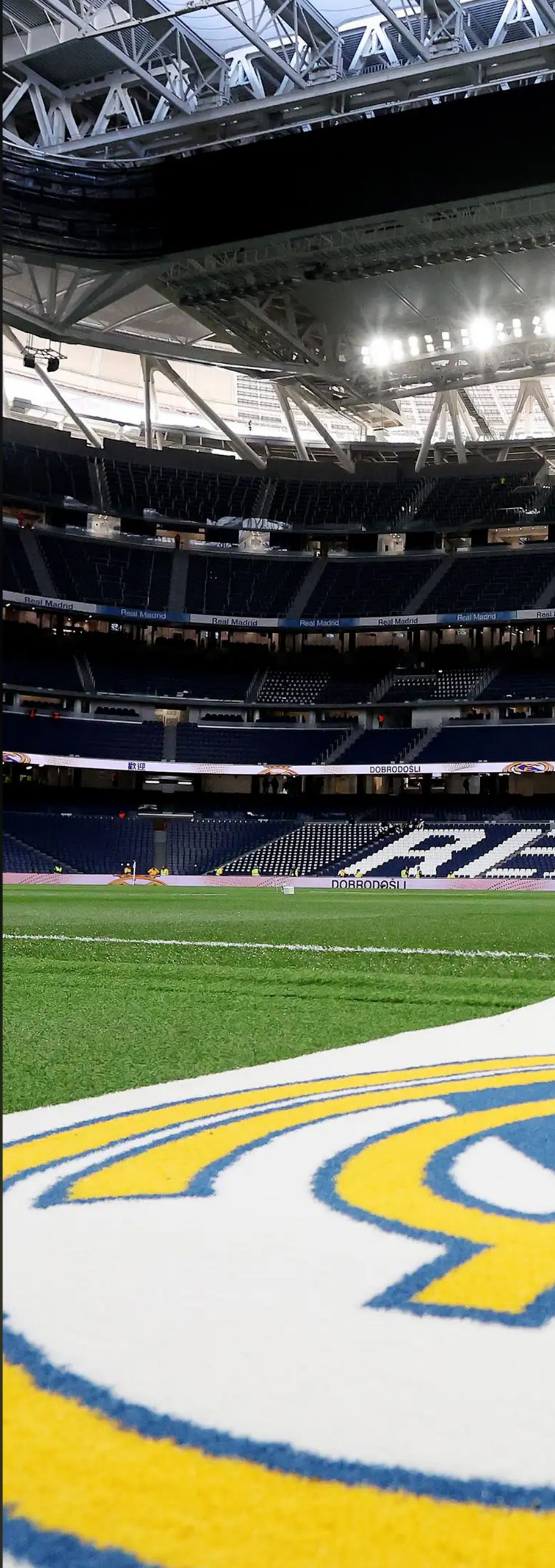
CHALLENGES AND RISKS AHEAD

Despite the promise, several hurdles must be cleared before Infinito becomes a reality. The infrastructure for real-time volumetric capture and global streaming of live sports remains costly and technically demanding. Broadcasters and rights-holders must agree to new licensing deals that extend beyond traditional linear rights into VR and AR domains. Consumer adoption is also uncertain—for instance the cost of the required hardware and subscriptions may limit uptake. There's also regulatory exposure around data privacy and cross-border streaming rights. Both Real Madrid and Apple must also protect brand value: if the VR experience feels inferior to live attendance, it could harm the "premium club" narrative.

WHY THIS MATTERS BEYOND FOOTBALL

The Infinito concept represents a shift in how major live-event venues operate. Rather than limited by physical seats and geographic constraints, large-scale arenas can become immersive streaming hubs, extending their reach globally. If successful, Real Madrid's model could be replicated by sports leagues, concert venues, and entertainment brands seeking new engagement models. For Apple, it means redefining how hardware, software and services converge in live entertainment. For fans, it promises the possibility of witnessing elite sport from any location with a near-stadium perspective—transforming the meaning of "being there".

This collaboration between Real Madrid and Apple reveals the evolving frontier of digital sports experiences: when the stadium is no longer just a place, but a platform.



Real Madrid
WELCOME
BIENVENIDOS
BIENVENUE
WILLKOMMEN
ALMADRID

APPLE FACES APP STORE CHALLENGES IN CHINA AMID NEW ANTITRUST COMPLAINT

Apple is once again confronting regulatory turbulence in China, where it now faces a formal complaint accusing its App Store of violating antitrust law and restricting consumer choice. A group of 55 iPhone and iPad users, represented by attorney Wang Qiongfei, filed the case with the State Administration for Market Regulation, alleging that Apple's control over app distribution and in-app payments creates unfair market conditions in the Chinese digital economy.

Image: Hector Retamal

The complaint centers on three claims: that Apple forces Chinese users to download apps exclusively through the App Store, blocks third-party payment systems, and continues to charge commissions of up to 30 percent on digital purchases. These practices mirror similar disputes Apple has faced in the United States, the European Union, and South Korea, where regulators have increasingly pressed the company to open its ecosystem to alternative payment methods and app marketplaces.

REGULATORY PRESSURE BUILDS ACROSS GLOBAL MARKETS

Apple's challenge in China arrives as scrutiny over its platform business model intensifies worldwide. The company is navigating new competition and evolving legal standards that question how digital ecosystems balance innovation with market control. For Apple, China represents both an essential growth region and a regulatory environment that has grown more assertive about local compliance.

While Apple has faced consumer-led lawsuits in China before, the new administrative filing carries more weight because it seeks direct government enforcement. Unlike private litigation, this approach allows regulators to compel operational changes, potentially forcing Apple to modify its App Store payment infrastructure or reduce commissions for Chinese developers. The outcome could have ripple effects across the company's global services revenue, a segment that has become one of its most profitable.

Image: Aly Song

At the same time, Apple continues to expand its presence in China through manufacturing investments, retail growth, and partnerships with local suppliers. CEO Tim Cook's recent visit to Beijing underscored the company's desire to maintain stability in a complex market, but this latest regulatory dispute adds fresh uncertainty to that effort. For Chinese authorities, the case also serves as a statement of sovereignty—signaling that international tech giants are not exempt from domestic competition laws.

APP STORE MODEL UNDER RENEWED SCRUTINY

At the heart of the dispute lies Apple's long-standing requirement that all iOS transactions flow through its proprietary payment system, giving the company a percentage of every in-app sale. Developers and users argue that this model suppresses innovation and limits price competition, while Apple defends it as essential for platform security and privacy.

The situation in China differs from other markets where Apple has already begun to ease restrictions. In the European Union, for instance, new regulations have forced the company to allow third-party app stores and alternative payment options under the Digital Markets Act. In contrast, Apple has maintained a stricter stance in China, continuing to enforce its centralized model despite growing local demand for flexibility.

Regulators are expected to evaluate whether Apple's policies constitute an abuse of market dominance. Should they determine that Apple's system unfairly excludes rivals or inflates prices, they could order structural changes or fines.

For Apple, the stakes are substantial—not only because of the size of its Chinese customer base, but also because any regulatory precedent could embolden similar challenges elsewhere in Asia.

IMPLICATIONS FOR APPLE'S GLOBAL STRATEGY

Apple's services division now accounts for nearly a quarter of its total revenue, making the App Store a cornerstone of its financial structure. Any disruption to that model in China could pressure margins and trigger strategic adjustments. Analysts note that even modest regulatory concessions, such as lower commission rates or mandated third-party access, could reshape Apple's long-term service profitability.

The broader issue extends beyond economics. The dispute highlights the increasingly fragmented nature of global technology governance, where regional laws and political considerations dictate how platforms operate. Apple must now navigate a delicate balance between complying with local expectations and preserving the consistency of its user experience worldwide.

As governments in major markets push for fairer digital ecosystems, Apple's control over its App Store may face its toughest tests yet. The company's ability to adapt without compromising its brand identity—and to reconcile its global philosophy of privacy and uniformity with regional regulatory demands—will determine how successfully it can sustain its dominance in both hardware and digital services.

Image: Aly Song

APPLE CHALLENGES EU DIGITAL MARKETS ACT IN MAJOR COURT TEST

Apple has mounted a high-stakes legal challenge against the European Union's Digital Markets Act (DMA), a sweeping law designed to rein in the power of large technology platforms. The case, now before the European Union's General Court in Luxembourg, represents one of the most significant confrontations between Silicon Valley and European regulators in years. Apple's arguments center on what it calls disproportionate regulatory overreach—measures it claims threaten both the company's integrated ecosystem and the privacy and security of its users.

The DMA, which came into effect earlier this year, targets "gatekeeper" firms that control key digital services such as app stores, messaging systems, and operating systems. It requires those companies to open up their platforms to rival services, permit third-party app stores and payment systems, and ensure interoperability between competing products. The European Commission has labeled Apple a gatekeeper due to its dominance in mobile operating systems and app distribution through the App Store.

Apple argues that the law unfairly penalizes its core business model, which relies on the tight integration between hardware, software, and services. In a statement accompanying its legal filing, Apple described the DMA as "an attempt to dismantle a system that has kept millions of users safe, developers thriving, and competition flourishing within a trusted environment." The company contends that the legislation could weaken its privacy safeguards by forcing it to allow apps and marketplaces that do not meet its security standards.

A FUNDAMENTAL CLASH OVER CONTROL AND COMPETITION

At the heart of Apple's challenge lies a philosophical divide over what competition in the digital era should look like. European regulators argue that Apple's control over iOS devices gives it an unfair advantage—restricting app developers from distributing their software freely and forcing them to use Apple's payment infrastructure, which carries commissions of up to 30 percent. The Commission insists that the DMA will "restore choice and fairness" in digital

iPhone 15

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markets, preventing dominant companies from locking users into closed ecosystems.

Apple, however, maintains that the EU's approach misunderstands the very nature of its platform. By opening iOS to alternative app stores and external payment methods, Apple warns that malicious software, data harvesting, and consumer fraud will inevitably increase. The company points to its track record of enforcing rigorous app reviews and security patches, claiming these measures are part of what differentiates Apple devices in the marketplace. Apple's lawyers have also argued that the EU's definition of "gatekeeper" lacks consistency, applying thresholds that do not reflect market realities or consumer behavior.

The dispute comes amid a broader pattern of European assertiveness toward American tech firms. The DMA follows the General Data Protection Regulation (GDPR) and a series of antitrust investigations into the likes of Google, Amazon, and Meta. Each reflects Europe's determination to regulate technology markets in a way that protects local competition and user rights—often setting precedents later echoed in other regions.

THE BROADER IMPLICATIONS FOR APPLE'S GLOBAL MODEL

The case carries implications that reach far beyond the European market. Should the EU's top court uphold the DMA's provisions in full, Apple may be forced to redesign significant portions of its operating systems for EU users—introducing options for sideloading apps, allowing non-Apple payment processors, and even creating technical interfaces that enable rival services to interact directly with iMessage and FaceTime.

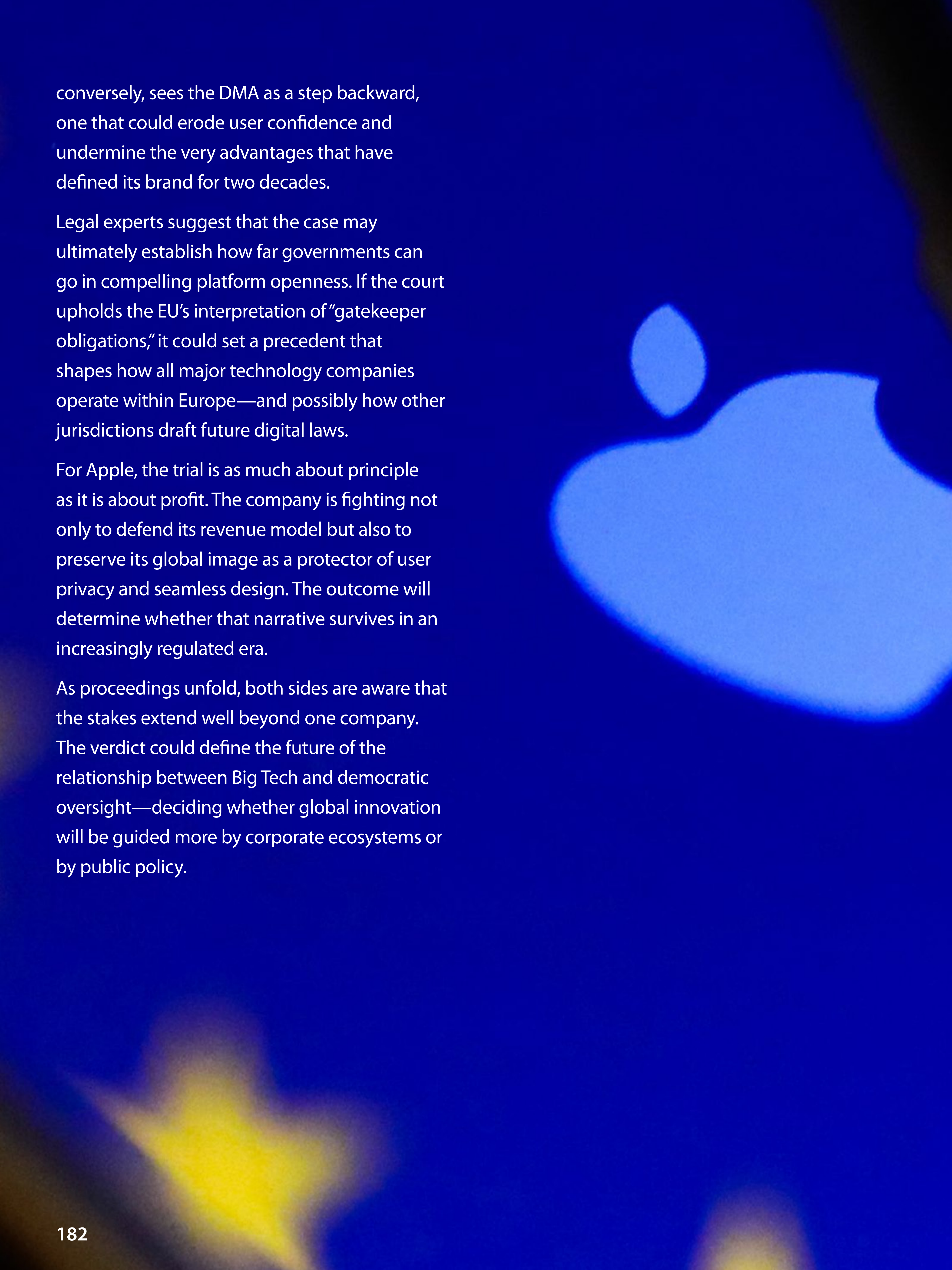
Such changes could introduce a split in Apple's global ecosystem: one version of iOS for Europe, another for the rest of the world. Industry analysts have warned that this fragmentation could complicate software development and weaken Apple's long-held "it just works" philosophy. Yet others argue that the shift could lead to a fairer marketplace, where developers have greater freedom to reach users without passing through Apple's tightly controlled gate.

Financially, the stakes are immense. Apple's services division, which includes the App Store, Apple Music, and iCloud, generates over $90 billion annually and represents one of the company's fastest-growing revenue streams. If the DMA forces Apple to lower App Store commissions or allow competing payment systems, the financial impact could be substantial. Moreover, a negative ruling could embolden regulators elsewhere—particularly in the United States, where lawmakers have introduced similar proposals aimed at curbing platform monopolies.

A TEST OF POLICY, PRIVACY, AND PRECEDENT

The case also raises deeper questions about governance in the digital age. For the EU, the DMA represents a bold attempt to assert regulatory sovereignty in a domain long dominated by U.S. companies. European officials argue that without such rules, innovation risks being stifled by corporate concentration. Apple,

App Store



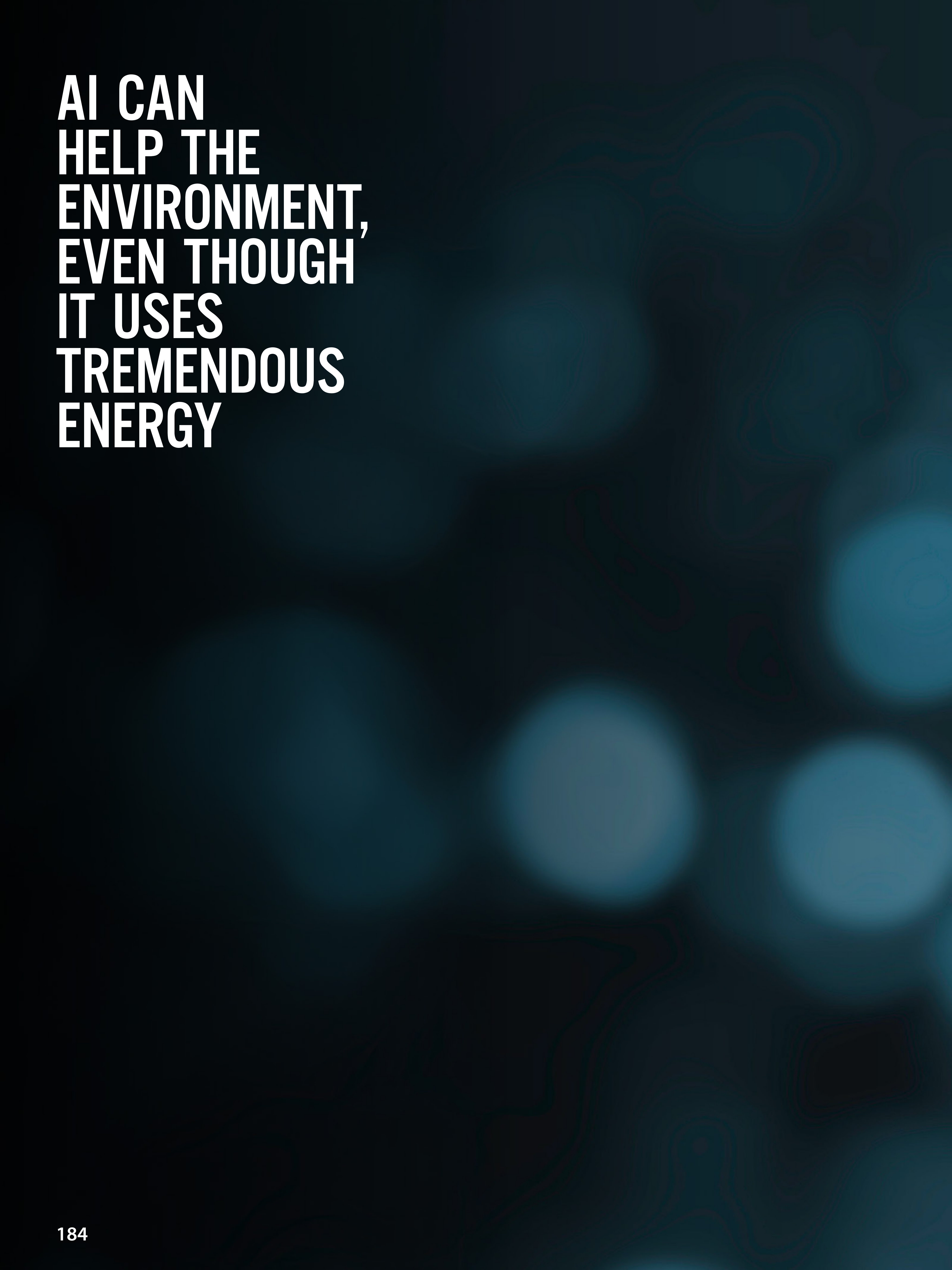
conversely, sees the DMA as a step backward, one that could erode user confidence and undermine the very advantages that have defined its brand for two decades.

Legal experts suggest that the case may ultimately establish how far governments can go in compelling platform openness. If the court upholds the EU's interpretation of "gatekeeper obligations," it could set a precedent that shapes how all major technology companies operate within Europe—and possibly how other jurisdictions draft future digital laws.

For Apple, the trial is as much about principle as it is about profit. The company is fighting not only to defend its revenue model but also to preserve its global image as a protector of user privacy and seamless design. The outcome will determine whether that narrative survives in an increasingly regulated era.

As proceedings unfold, both sides are aware that the stakes extend well beyond one company. The verdict could define the future of the relationship between Big Tech and democratic oversight—deciding whether global innovation will be guided more by corporate ecosystems or by public policy.

AI CAN HELP THE ENVIRONMENT, EVEN THOUGH IT USES TREMENDOUS ENERGY



Artificial intelligence is often criticized for its substantial consumption of electricity and water—data centers powering AI now account for roughly 1.5% of global electricity usage, with projections showing that figure could double by 2030. Yet amid the concerns, researchers are discovering compelling ways in which AI itself may help tackle climate change and reduce environmental impact.

Recent experiments and early deployments show AI systems being used to reduce energy consumption in buildings, optimise electric-vehicle charging schedules, support cleaner industrial processes and even reshape urban traffic flows to cut emissions. These applications demonstrate a paradox: the very technology that consumes large amounts of energy may become central to the systems that curb energy waste and greenhouse-gas output.

SMART BUILDINGS, EVS AND TRAFFIC: WHERE AI MAKES A DIFFERENCE

In the building sector—responsible for a significant portion of global emissions—AI is increasingly used to manage lighting, heating, ventilation and cooling. By analysing real-time data such as occupancy, weather, energy prices and internal system performance, intelligent controls can adjust systems dynamically, identify maintenance needs before failure, and optimise energy usage to match actual demand. Studies suggest buildings' energy consumption can decline by between 10% and 30% through such measures.

Electric vehicles (EVs) present another opportunity. AI can orchestrate charging

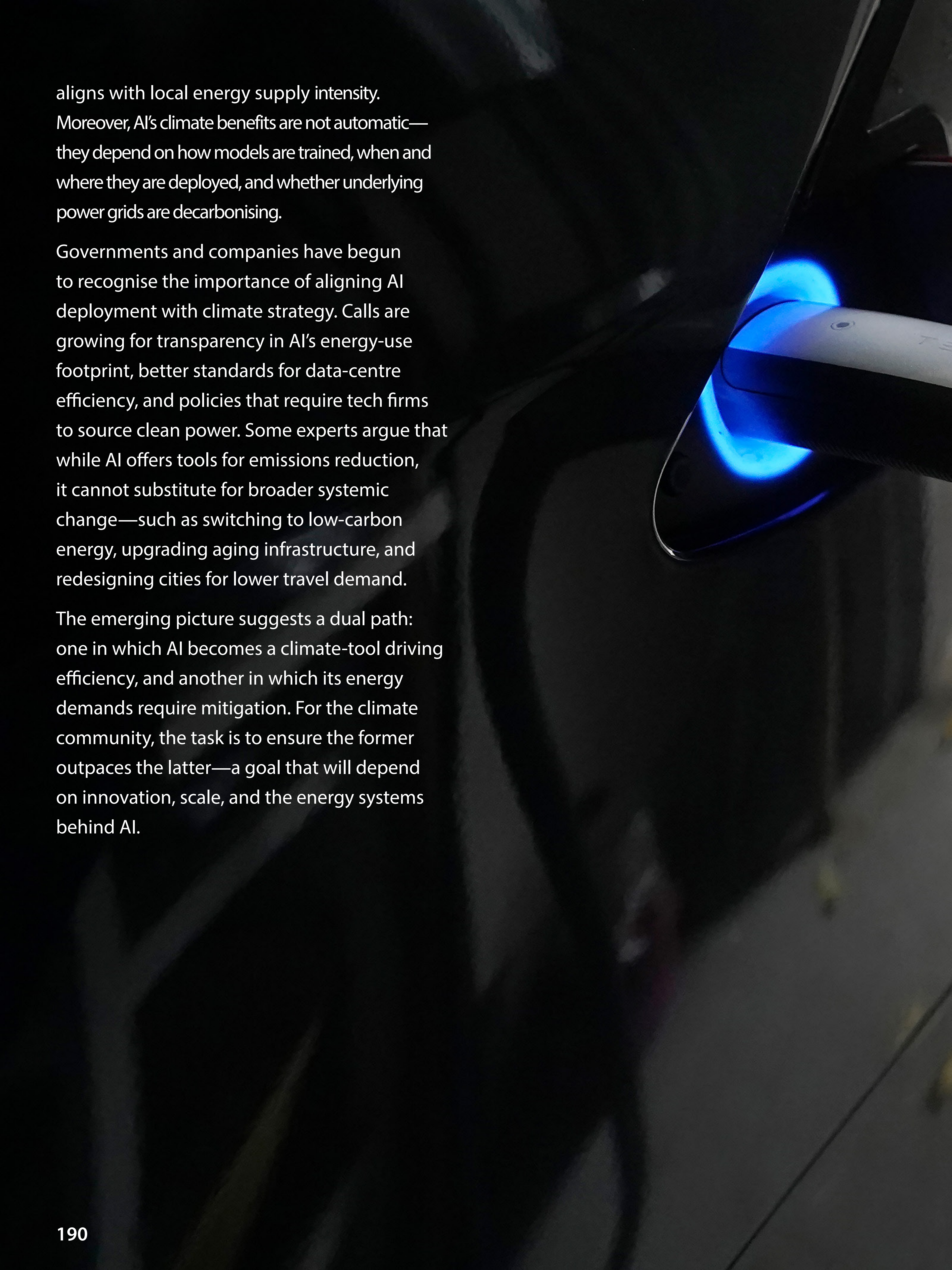
behaviour to coincide with times when grid demand and emissions are lower—such as overnight or when renewable energy is abundant. This kind of scheduling can reduce reliance on fossil-fuel power plants and improve overall grid stability. Additional benefits include integrating home energy storage, solar panels and EVs into a cohesive energy strategy tailored by AI.

In the transport domain, AI-powered traffic-signal systems and intelligent scheduling tools are experimenting with smoothing vehicle flow and reducing stop-and-go congestion. One such project showed a reduction of up to 30% in traffic disruptions and 10% lower emissions in participating urban areas. When scaled, these improvements could shift how cities manage mobility—and how much carbon they emit daily.

THE PARADOX OF AI ENERGY USAGE AND WHAT IT MEANS FOR CLIMATE STRATEGY

The use of AI in climate-offsetting roles raises a crucial paradox: the same computational infrastructure enabling these efficiencies is energy-intensive in its own right. Data-centre demands for computing, cooling, and power grow as AI adoption deepens. Without careful sourcing of renewable energy and improvement in system efficiency, the benefits of AI may be offset by its own environmental footprint.

While early evidence is encouraging, the technology is still in meta-phase: many systems are pilots, not yet scaled globally. Challenges remain in scaling AI systems across diverse building types, geographic regions with variable grids, and ensuring that EV-charging optimisation



aligns with local energy supply intensity. Moreover, AI's climate benefits are not automatic—they depend on how models are trained, when and where they are deployed, and whether underlying power grids are decarbonising.

Governments and companies have begun to recognise the importance of aligning AI deployment with climate strategy. Calls are growing for transparency in AI's energy-use footprint, better standards for data-centre efficiency, and policies that require tech firms to source clean power. Some experts argue that while AI offers tools for emissions reduction, it cannot substitute for broader systemic change—such as switching to low-carbon energy, upgrading aging infrastructure, and redesigning cities for lower travel demand.

The emerging picture suggests a dual path: one in which AI becomes a climate-tool driving efficiency, and another in which its energy demands require mitigation. For the climate community, the task is to ensure the former outpaces the latter—a goal that will depend on innovation, scale, and the energy systems behind AI.

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SPECIAL EDITION* Spirits were high at Apple's "There's more in the making" event, which was held at the Howard Gilman Opera House in Brooklyn, New York on October 30. Hot off the heels of the launch of the new iPhone XS, XS Max and XR, Tim Cook and Co were ready to show off next-generation models of two of the company's most beloved products: the Mac, and the iPad. Introducing a whole host of new editions, this was an Apple event to

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